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THE FITNESS AND AMATEUR SPORT PROGRAM  
DEPARTMENT OF NATIONAL HEALTH AND WELFARE

ANNUAL REPORT

For the fiscal year 1965-66

as required by Article 13, Fitness and  
Amateur Sport Act

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The five years which have elapsed since the passage of the Fitness and Amateur Sport Act provide some opportunity for an evaluation of progress which has been made up to and including the year 1965-66. The Act has as its main purpose assistance to the promotion of amateur sport and the raising of fitness levels among Canadians of all ages.

Under the Act a number of different programs have been developed. Grants are made to national organizations or to organizations which carry on work of national importance, and to the provinces which are responsible for the program at the provincial and local levels. This assistance to fitness and amateur sport activities at all levels from the playgrounds to international competitions includes, or is supplemented by, a number of different kinds of grants and services. Financial aid is given for sending Canadian teams to international events, for the holding of national championships and for the training of coaches and officials required to prepare competitors at all levels of participation. Grants encourage research designed to improve fitness and assist organizations conducting programs dedicated to fitness, such as the YMCA's and YWCA's. Scholarships and fellowships are awarded to assist in increasing the numbers of professionally trained physical educators and recreation specialists. A broadly based educational and information service is provided through which films, manuals and other visual materials are produced for use in program areas of special need. Finally, the Department carries on an active program of consulting and co-ordinating services designed to assist all concerned with the program.

It is always difficult to assess accurately the impact of a program such as this. However, the increased success of Canadians in international competitions since 1961 is self-evident. The record of Canadians in the recent Olympic Games in Tokyo was very creditable and the spectacular upsurge of achievement at the British Empire and Commonwealth Games in Jamaica has been the subject of very considerable comment in Canada and other countries. There is growing confidence that our record will continue to improve at next year's Pan-American Games at Winnipeg. Improvements in Olympic and associated competition, as well as in such sports as skiing, rowing and swimming, which have extensively utilized the resources of the program, would seem to indicate that it has had some impact in helping us to assume our rightful place in international sport.

Certainly this evidence of achievement at the ultimate medal-winning level gives some reason for satisfaction although, none for complacency. The problems involved in significantly increasing the capacity of the great majority of Canadians to enjoy, to the utmost, the opportunities



they have available for physically active recreational pursuits are still very great. Their solution will involve the co-operation of many voluntary agencies as well as sports, recreation and government organizations.

A number of individual matters received consideration during the year.

The question of establishing either a national sports training centre or regional sports training centres or some combination of the two brought forth widely diverging views. All facets of this complex problem will require considerable study.

Another matter that received consideration was how best to assist the different sports governing bodies to carry on their increased administrative functions. The greatly expanded activities of most of these organizations, as a result of the program, have resulted in a very significant increase in the administrative detail required in their operation. Administrative grants are being made as a temporary measure but the extent to which federal assistance should be provided for such purposes is a question which will need further consideration.

Due to the concern which has been expressed in many quarters about the future of amateur hockey in Canada, a study of the present situation will be undertaken shortly.

The lack of co-ordinated competition through local, regional and national levels remains a major problem in many sports. In several Canadian amateur sports there is no system of qualification from a lower level of championship to a higher level. In fact, in some sports, the national competition is still the only annual championship. As sports governing bodies have a major interest in their best team and individuals, there is often a danger that they will overlook the lower levels of development and competition. This vacuum of competition at the local and regional levels is a matter on which discussions are being held, with those concerned, both in the sports governing bodies and in the provincial government offices of fitness and amateur sport.

With this general introduction and comment on on-going projects, the Annual Report of the Fitness and Amateur Sport Program for 1965-66 is presented.

#### National Advisory Council on Fitness and Amateur Sport

Under the Fitness and Amateur Sport Act, a thirty member Council advises the Minister on the program. Members of the Council have been selected from persons associated with sports governing bodies, university faculties of physical education, community recreation, sports medicine, business and the press. At least one member must be appointed from each province and members ordinarily serve for three years. The Council meets two or three times each year to consider policy matters and to make recommendations on requests for assistance.

The program is implemented through five basic approaches:

- (1) grants to Canadian sports governing bodies and other non-profit organizations conducting physical fitness programs;
- (2) grants to the provinces;



- (3) scholarships, fellowships and bursaries;
- (4) research grants;
- (5) assistance provided directly by the Department's Fitness and Amateur Sport Directorate and its information services.

#### Grants to National Organizations

Most amateur sports in Canada are governed by a national organization, the national sports governing body, which sanctions local, provincial and national competitions, arranges for Canadian participation in international championships and technical conferences, and frequently conducts coaching clinics for its members.

Under the Fitness and Amateur Sport program grants are made to nearly forty such organizations to cover a percentage of the costs of their activities. For example, when the Canadian Amateur Figure Skating Association sent a team of twenty to the World Championships in Davos, Switzerland in March, 1966, the Association was supported by a grant of \$7,312 covering one half the team's travel and living expenses. Also, the Fitness and Amateur Sport program assisted the Canadian Lawn Tennis Association to attract more than 3,000 players to its cross-Canada training clinics during the summer of 1965 through a grant of \$15,730 which paid the full travel and living costs of the three professional coaches who conducted the clinics. The Canadian Amateur Swimming Association received a federal grant of \$16,500 which provided half travel costs for over 200 athletes and officials participating in the national swimming and diving championships at Red Deer, Alberta, in August, 1965.

Program-operating agencies are also aided by the Act. Several agencies such as the Royal Canadian Legion, the Boys' Clubs and the Girl Guides receive annual grants to conduct leadership camps and clinics.

The Canadian Olympic Association and the British Empire and Commonwealth Games Association receive assistance through the program. The COA received \$30,000 as assistance for its administrative functions during the last calendar year. Administrative grants to organizations such as the COA are being made on a temporary basis, the Association having undertaken to make its expanded program self-supporting as soon as possible. The British Empire and Commonwealth Games Association received \$25,000 to help send the Canadian team to the August 1966 Games in Jamaica. Assistance of this kind for international competition is provided on a continuing basis.

To assist programs during the 1965-66 fiscal year, national organizations received \$1,595,223 in grants, of this total \$202,898 supported 459 participants representing Canada in international competitions, \$221,786 aided 3,813 participants in national championships and \$349,339 assisted training programs. A comparative statement of assistance given to the sports governing bodies and agencies toward programs carried out during the fiscal years 1964-65 and 1965-66 is shown in Table I in the Appendix.



Through the program an endeavour is made to strengthen Canada's performance abroad by providing expenses for national teams to train together for several weeks before departure from Canada. As an example, federal financial assistance enabled the national ski team to train in Canada during the summer, fall and early winter months preceding the 1966 European competitions. The national ski team also received assistance to conduct extensive summer training in preparation for the World Championships in Portillo, Chile, in August, 1966. Similar grants enabled the national hockey team to hold a concentrated training program before going to Yugoslavia for the World Hockey Championships in March, 1966.

At the same time, sports governing bodies received assistance to improve the depth of competitive performances at the national level. Before the era of the Fitness and Amateur Sport program, national championships in many sports were rarely more than regional championships because few competitors from outside the host region could afford to participate. Federal grants for national championships are designed to encourage representation from all parts of the country by helping to ensure that no qualified athlete is barred from competition because of lack of funds.

Sports governing bodies have been encouraged to give first priority to the development of national programs as opposed to those which are international in type. National championships are given priority over international competitions in grant awards to organizations not displaying a strong national development.

The training of coaches and officials and youth leaders has been greatly increased with the assistance of federal grants. During a typical clinic, a group of volunteers from either a particular region or from across the country assembles to attend lectures and demonstrations by senior people in his field and to discuss the advantages and disadvantages of particular methods. The volunteer then returns to his home area to impart his newly acquired knowledge and enthusiasm to a much greater number of coaches, athletes, officials, leaders etc. These clinics for officials have been most successful and have contributed to the improvement of officiating at competitions from the viewpoint of both the athlete and spectator. The resultant growing body of competent and responsible referees, umpires, judges, and other officials will also be extremely valuable, now that Canada is on the verge of hosting several major international competitions.

In order to strengthen the administration of organizations conducting sports and fitness programs, a series of administrative grants were initiated during the fiscal year. The majority of sports governing bodies have always been operated by volunteer members and usually the national office of these associations is in the home of the current president or secretary. These officers have generally provided their own secretarial services which are, at best, extremely limited. When grants enabled these organizations to expand their programs, they did not have the administrative facilities to handle the resulting expansion of work. These new funds have enabled them to meet general office expenses and to contribute to the travel costs of members attending executive and annual meetings.



Grants are occasionally awarded to national organizations for special projects. During the past fiscal year, for example, a grant of \$21,405 was awarded to the Canadian Volleyball Association to assist in the staging of a cross-Canada exhibition tour between the Russian and American national teams. The tour played before large audiences across the country and stimulated widespread interest in the game. As another special project last year, the Track and Field Committee of the Amateur Athletic Union received \$4,500 to assist the development of the national standards program. Under another, several professional associations jointly received \$25,000 towards the cost of organizing a national recreation symposium for Centennial year entitled, "Man and His Leisure".

#### Staging of Games

Federal assistance is provided for the staging of national and international multiple games in Canada.

During 1965-66 the Pan-American Games (1967) Society was given \$220,000 toward the initial cost of organizing the 1967 Games in Winnipeg. This first grant was made according to a four-way agreement signed in April, 1965. It provides for the cost-sharing of the Pan-American Games (1967) Society's net budget of \$3,460,000, to which the Government of Canada will contribute \$1.5 million, the Province of Manitoba \$1.25 million and the city of Winnipeg \$710,000. Other federal assistance was subsequently provided through a grant, matched by the province, of \$750,000 toward the installation of a permanent Olympic pool. In addition, the Department of National Defence will give considerable assistance through the use of its services and resources available in the Winnipeg area. More than 3,000 athletes from some thirty countries in the Americas are expected to compete in the Games' twenty scheduled events.

In 1965, a grant of \$38,500 was given to Olympic '72, the organization established to promote Banff, Alberta, as the site for the 1972 Winter Olympics. Despite an excellent presentation to the International Olympic Committee in April, 1966, the bid was unsuccessful.

An initial grant of \$347,500 of an eventual maximum of \$700,000 was provided to the organizing committee of the First Canadian Winter Games to be held in Quebec City in February, 1967. The committee has invited teams from all provinces and territories to participate in hockey, skiing, basketball and ten other activities. This first all-Canadian multiple games event promises to be a significant step forward in the development of Canadian amateur sport.

#### Grants to the Provinces

Under a three-year federal-provincial agreement signed in September 1964, \$1 million in Fitness and Amateur Sport grants is annually made available to the provinces. Each province or territory may receive a basic grant of \$35,000 with the balance of the \$1 million distributed according to population. During the fiscal year, all provinces and territories, except Quebec, participated in the program.

Through this program the federal government has paid sixty percent of the cost of approved provincial projects, except that for scholarships and bursaries to physical education undergraduates, where recipients are nominated by the provinces, the Department pays the full cost.



The all important development of services at the community level is encouraged through this federal-provincial program. The largest portion of grant funds is devoted to the support of clinics and other training projects, conducted either by provincial branches of the sports governing bodies, or by the province itself. These grants generally cover board and lodging of participants, fees for instructors and, in some cases, travel expenses. The provinces have attempted to bolster sports governing bodies at the provincial and local level by offering secretarial assistance and financial aid for administration. British Columbia, Manitoba and Nova Scotia have used grants to assist in the operation of provincial Fitness Councils. A special grant of \$85,000 was made to the Province of Newfoundland to assist in the renovation of a former air force base at Torbay for use as a provincial training centre. Some provinces are using part of their allocation to enable communities to hire full-time professional recreation staff.

A total of \$703,059 in grants was made in 1965-66 as compared to \$450,000 in the previous fiscal year and full details are shown in Table II in the Appendix.

#### Scholarship and Fellowship Program

In order to continually improve the professional competence of physical education teachers in Canadian schools and universities, scholarships and fellowships are awarded to post-graduate students in physical education. One hundred and twenty-eight awards were made during the year, involving an expenditure of \$208,037. Forty of the recipients were working towards their doctorate and 87 towards a master's degree. The number of master's students attending Canadian universities increased from 15 last year to 30 this year. No Canadian university yet offers a doctoral program in physical education.

All scholarship recipients are obligated to work at least two years in Canada, or a period equivalent to the duration of the award. Follow-up studies reveal that upon completion of their studies, scholarship holders were employed as teachers, department heads, and supervisors in Canadian school systems, universities, and recreational agencies. There is still a serious shortage of trained women despite a general increase in the number of women employed during the past year.

All applications for awards are reviewed by the Scholarship Committee of the National Advisory Council, composed of representatives of physical education schools and the provincial governments. All awards were made on the basis of the Committee's recommendations. The figures are portrayed in Table III in the Appendix.

Undergraduate scholarships and bursaries for students enrolled in a degree course in physical education or recreation are awarded under the provincial program. During the fiscal year of 1965-66 a total of 529 awards were made as compared with 483 in the previous year. As shown on Table IV in the Appendix, the total expenditure for scholarships and bursaries was \$149,375, an increase of \$23,030.



### Fitness Research

Under the Fitness and Amateur Sport research program, financial assistance is given for investigation of problems related to fitness. Grants are made to assist individual research workers and to operate three university research units.

The Research Review Committee of the National Advisory Council, a group of leading scientists reviews all grant applications and makes necessary recommendations in addition to taking an active part in the total fitness research program.

Most of the research investigations which have so far been supported concern the physiological effects of exercise and competitive sport. As one example, the research unit at the University of Toronto is attempting to determine the importance of the endurance factor in fitness. Individual projects include studies on the factors which limit physical performance, on the physical capacity for exercise and on fitness standards for Canadian school children. A few studies have been sponsored on the psycho-sociological aspects of sports participation and the Research Committee expects that more work will be undertaken in this area in the future.

During the fiscal year, 17 individual studies were assisted by an expenditure of \$149,834. An additional sum of approximately \$134,000 was granted to the research units at the Universities of Alberta, Montreal and Toronto under a five-year agreement which began with the 1964-65 fiscal year. A more specific breakdown of research grants is indicated in Table V in the Appendix.

### Services of the Department

An integral part of the Fitness and Amateur sport program is the consultant and information service provided by the Department.

Four professional staff members were added to the Directorate during the year to serve as consultants to national organizations receiving assistance from the program. The Directorate's staff offers technical and administrative advice, visits and reports on projects for which federal assistance has been provided and endeavours to co-operate with fitness, amateur sport and physical recreation programs in every possible way.

The Department is also concerned with a wide variety of educational materials on fitness and amateur sport. It co-operates with the Queen's Printer and the National Film Board in producing films, filmstrips, instructional manuals and printed materials of a technical nature. Its "How To" kits are particularly noteworthy. A typical kit consists of a promotional film, an instructional film, filmstrips and an instructional manual. During the year kits on skiing and family camping were completed and work began on kits for badminton, volleyball, water sports and recreation.



Information on the Departmental program is also provided. One booklet currently being prepared outlines the aims and services of the program, another will contain the revised criteria regarding post-graduate scholarships and fellowships.

A clearing-house service is maintained for information on the work of the sports governing bodies. A calendar of Canadian sports events is published semi-annually which includes the dates and locations of such national events as championships, clinics for coaches and officials, annual meetings and international sports events involving Canadian participants. A series of short, promotional television clips on the general theme of fitness is to be produced.

Through a grant to the University of Ottawa a Documentation Centre is maintained and operated on behalf of the Department to provide a national archive on fitness and amateur sport matters.



MEMBERS OF

NATIONAL ADVISORY COUNCIL ON FITNESS AND AMATEUR SPORT

Appointments expiring -  
end of 1966

Appointments expiring -  
end of 1968

Newfoundland

Mr. Edgar House, St. John's

Prince Edward Island

Mr. John L. Evans, Charlottetown

Nova Scotia

Mr. Clair Buckley, Halifax

Dr. John E. MacDonell, Antigonish

New Brunswick

Dr. John Meagher, Fredericton

Quebec

Mr. K.P. Farmer, Montreal  
M. Georges Labrecque, Quebec City  
M. Robert Pepin, Drummondville  
M. Louis Chassé, Quebec  
M. René Bélisle, Montreal

Mr. Alex Duff, Montreal  
Miss Sybil V. Ross, Montreal  
M. Dollard Morin, Ville de Laval

Ontario

Mrs. David Ouchterlony, Toronto  
Dr. Wilfred A. Potter, Sr., Niagara Falls  
Mr. Charles I. Rathgeb, Willowdale  
Mrs. Lucile Wheeler Vaughan, Ottawa  
Mr. James Worrall, Toronto  
Mr. P.H. Traynor, Hamilton

Mr. William Crothers, Markham  
Mr. Frank E. Dunlap, Ottawa  
Professor W. L'Heureux, London

Manitoba

Mr. W. Arthur Johnston, Winnipeg

M. Georges Depres, St. Vital

Saskatchewan

Dr. John E. Merriman, Saskatoon

Mr. Frank Germann, Wilcox

Alberta

Mr. Max Bell, Calgary

British Columbia

Mr. Robert D. Freeze, Vancouver  
Reverend Father David Bauer, Vancouver  
Mrs. May Brown, Vancouver







TABLE 1

GRANTS UNDER THE FITNESS AND AMATEUR SPORT ACT TO SPORTS GOVERNING BODIES,  
BY TYPE OF PROGRAM,  
FOR THE FISCAL YEARS 1964-65 and 1965-66

Organization	National Championships 1964-65   1965-66		International Meets 1964-65   1965-66		Training Programs 1964-65   1965-66		Special Programs or Events 1964-65   1965-66		Adminis- tration 1965-66		TOTALS 1964-65   1965-66	
	1964-65	1965-66	1964-65	1965-66	1964-65	1965-66	1964-65	1965-66	1965-66	1964-65	1965-66	
SPORTS GOVERNING BODIES - COORDINATING MULTIPLE SPORTS												
Canadian Olympic Association	-	-	-	-	-	-	-	-	30,000	8,500	30,000	
Sub-Total	-	-	-	-	-	-	-	-	30,00	8,500	30,000	
SPORTS GOVERNING BODIES												
Amateur Athletic Union of Canada	-	-	-	-	-	-	-	-	11,787	-	11,787	
- Boxing	5,846	5,381	-	-	-	-	-	-	-	5,846	5,381	
- Fencing	2,541	3,339	300	1,100	-	2,500	-	-	-	2,841	6,939	
- Gymnastics	4,746	3,672	-	2,932	-	2,000	-	-	-	4,746	8,604	
- Handball	2,156	-	550	-	2,500	-	-	-	-	5,206	-	
- Track and Field	20,315	27,884	-	722	3,700	-	4,000	4,500	-	28,015	33,106	
- Weightlifting	1,393	3,805	-	6,665	2,500	4,379	-	-	-	3,893	14,489	
- Wrestling	4,572	9,688	-	2,478	5,770	5,766	-	-	-	10,342	17,932	
Canadian Amateur Basketball Association	24,470	31,740	-	12,434	-	6,624	-	-	1,566	24,470	52,364	
Canadian Amateur Bobsleigh Association	-	-	9,000	5,944	-	-	-	-	638	9,000	6,582	
Canadian Amateur Hockey Association	-	-	38,870	48,950	50,000	3,500	-	-	-	88,870	52,450	
Canadian Amateur Ski Association	18,730	17,250	4,950	43,784	28,990	19,612	-	-	1,894	52,670	82,540	
Canadian Amateur Softball Association	8,015	-	-	-	-	6,000	-	-	-	8,015	6,000	
Canadian Amateur Speedskating Association	1,500	2,500	600	-	3,000	4,342	-	-	1,248	5,100	8,090	
Canadian Amateur Swimming Association	-	-	-	-	-	-	-	-	1,993	-	1,993	
- Swimming	13,420	16,500	-	16,840	11,575	10,000	-	-	-	24,995	43,340	
- Diving	1,788	-	-	-	4,922	5,232	-	-	-	6,710	5,232	
- Synchronized	3,182	2,916	1,182	2,436	3,000	3,600	-	-	-	7,364	8,952	
- Water Polo	3,564	3,240	-	2,145	550	1,110	-	-	-	4,114	6,495	
Canadian Archery Association	-	-	-	5,198	-	1,972	-	-	915	-	8,085	
Canadian Association of Amateur Oarsmen	6,810	5,764	-	9,000	2,360	2,536	-	-	1,158	9,170	18,458	
Canadian Badminton Association	2,300	3,950	2,400	-	1,000	2,425	2,000	2,000	1,309	7,700	9,684	
Canadian Canoe Association	1,825	1,940	-	1,050	285	1,710	-	-	-	2,110	4,700	
Canadian Cricket Association	4,536	-	-	764	1,286	2,621	-	-	880	5,822	4,265	



TABLE 1

Organization	National Championships 1964-65   1965-66		International Meets 1964-65   1965-66		Training Programs 1964-65   1965-66		Special Programs or Events 1964-65   1965-66		Adminis- tration 1965-66		TOTALS 1964-65   1965-66	
	1964-65	1965-66	1964-65	1965-66	1964-65	1965-66	1964-65	1965-66	1965-66	1965-66	1964-65	1965-66
<b>SPORTS GOVERNING BODIES (cont'd)</b>												
Canadian Field Hockey Association	2,230	2,730	-	2,820	2,200	-	-	-	1,078	4,430	4,430	6,628
Canadian Figure Skating Association	7,024	7,363	5,000	7,213	-	22,391	-	-	2,032	12,024	12,024	39,499
Canadian Intercollegiate Athletic Union	27,000	15,500	-	-	-	-	-	-	1,510	27,000	27,000	17,656
Canadian Kodokan Black Belt Association	-	3,000	-	-	-	-	-	-	-	-	-	3,000
Canadian Lacrosse Association	-	-	-	-	2,000	20,050	-	-	945	2,000	2,000	20,995
Canadian Ladies Golf Union	3,850	3,510	-	-	-	-	-	-	-	3,850	3,850	3,510
Canadian Lawn Bowling Council	3,310	2,996	-	-	500	-	-	-	511	3,810	3,810	3,507
Canadian Lawn Tennis Association	1,718	3,625	5,000	3,000	20,000	19,750	-	-	1,340	26,718	26,718	27,715
Canadian Soccer Football Association	7,520	7,500	-	-	9,000	9,000	-	-	1,156	16,520	16,520	17,656
Canadian Table Tennis Association	1,270	2,010	-	740	-	-	-	-	952	1,270	1,270	3,702
Canadian Volleyball Association	8,640	9,901	-	-	-	-	-	21,405	1,692	8,640	8,640	32,998
Canadian Water-Ski Association	-	-	-	6,240	-	-	-	-	-	-	-	6,240
Canadian Wheelmen's Association	2,052	-	-	-	-	-	-	-	1,025	2,052	2,052	1,025
Canadian Women's Field Hockey Association	-	-	-	-	1,000	2,015	-	-	265	1,000	1,000	2,280
Canadian Yachting Association	3,000	4,248	640	5,000	11,000	14,000	-	-	2,600	14,640	14,640	25,848
National Federation of Amateur Baseball	4,450	14,290	-	-	9,375	9,483	-	-	1,696	13,825	13,825	25,463
Canadian Amateur Football Association (formerly Canadian Rugby Union)	-	-	-	-	-	-	-	2,000	-	-	-	2,000
Royal Canadian Golf Association	-	595	3,500	-	-	-	-	-	-	3,500	3,500	595
Rugby Union of Canada	-	-	-	-	-	-	-	-	358	-	-	358
Shooting Federation of Canada	-	1,286	-	2,336	-	-	-	-	1,212	-	-	4,834
Sub-Total	203,773	218,123	71,992	189,791	176,513	183,118	6,000	29,905	41,760	458,278	458,278	662,697
<b>AGENCIES OPERATING PROGRAMS</b>												
Association Canadian des Centres de Loisirs	-	-	-	-	42,000	32,000	-	-	9,900	42,000	42,000	41,900
Boys' Clubs of Canada	-	-	-	-	8,000	8,000	-	-	-	8,000	8,000	8,000
Canadian Amateur Sports Federation	-	-	-	-	-	-	10,000	-	1,610	10,000	10,000	1,610
Canadian Camping Association	-	-	-	-	-	-	-	-	1,278	-	-	1,278
Canadian Ski Patrol	-	-	-	-	16,600	-	5,950	750	-	22,550	22,550	750
Canadian Union of Students	-	-	-	13,107	-	-	-	-	-	-	-	13,107
Federation of Silent Sports	-	-	-	-	-	-	-	-	-	-	-	3,663
Girl Guides of Canada	-	3,663	-	-	10,525	17,564	-	-	-	10,525	10,525	17,564
Guides Catholique du Canada	-	-	-	-	11,661	13,250	-	-	-	11,661	11,661	13,250



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TABLE 1

Organization	National Championships 1964-65 1965-66	International Meets 1964-65 1965-66	Training Programs 1964-65 1965-66	Special Programs or Events 1964-65 1965-66	Adminis- tration 1965-66	TOTALS 1964-65 1965-66
<u>AGENCIES OPERATING PROGRAMS (cont'd)</u>						
Royal Canadian Legion	-	-	51,133	-	-	51,133
Royal Life Saving Society	-	-	10,000	1,400	-	11,400
Young Womens Christian Association	-	-	23,676	-	-	23,676
Young Mens Christian Association	-	-	6,400	-	-	6,400
Sub-Total	-	-	179,995	17,350	12,788	197,345
<u>PROFESSIONAL ASSOCIATIONS</u>						
Canadian Association of Health, Physical Education and Recreation Parks and Recreation Association of Canada	-	-	12,400	-	15,000	12,400
Sub-Total	-	-	12,400	-	15,000	12,400
<u>SPECIAL PROJECTS</u>						
First Canadian Winter Games	-	-	-	-	-	-
International Co-Operation Year Project	-	-	-	347,500	-	347,500
- Y.W.C.A.	-	-	-	23,500	-	23,500
- C.A.H.P.E.R.	-	-	-	-	-	-
Olympic '72	-	-	-	-	-	-
Pan-American Games	-	-	-	-	-	-
University of Ottawa (Documentation Centre)	-	-	-	220,000	-	220,000
Sub-Total	-	-	-	30,600	-	30,600
Sub-Total	-	-	-	54,100	-	54,100
TOTALS	203,773	71,992	368,908	77,450	99,548	722,123
			349,339	721,652		1,595,223



TABLE II

ALLOCATIONS AND GRANTS  
UNDER FEDERAL-PROVINCIAL FITNESS AND AMATEUR SPORT PROGRAM  
1965-66

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<u>PROVINCE</u>	<u>ALLOCATION</u>	<u>GRANTS</u>
Newfoundland	\$ 49,828	\$ 49,565
Prince Edward Island	38,227	38,227
Nova Scotia	57,891	54,081
New Brunswick	53,595	52,291
Quebec	202,841	--
Ontario	233,486	104,007
Manitoba	63,876	63,876
Saskatchewan	63,317	53,410
Alberta	78,324	34,398
British Columbia	87,377	84,890
Northwest Territories	35,759	35,477
Yukon	35,479	27,837
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	\$ 1,000,000	\$ 598,059
Supplementary Grants to Newfoundland <sup>(1)</sup> and New Brunswick <sup>(2)</sup>		105,000
		<hr/>
		\$ 703,059
		<hr/> <hr/>

(1) A grant of \$85,000 was made to the Province of Newfoundland to assist in developing a provincial training centre by restoring the facilities at Torbay Airbase.

(2) An additional allocation of \$20,000 was made available, on request, to the Province of New Brunswick to finance supplementary projects under the terms of the agreement.



TABLE III

SCHOLARSHIPS AND FELLOWSHIPS  
AWARDED TO POST-GRADUATE STUDENTS  
UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1965-66

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<u>Type of Award</u>	<u>No.</u>	<u>Amount</u>
Post-Graduate Scholarships		
Masters Level		
Summer School	43	\$ 37,200.
Full Year	44	88,000.
Doctorate Level		
Summer School	17	17,550.
Full Year	23	46,000.
(Dependent's Allowance - \$500 - full year doctorate)		10,500.
Travel Allowance - Full Year Masters in Canada and Full Year Doctorate		5,707.
Special Fellowships	<u>1</u>	<u>3,080.</u>
	<u>128</u>	<u>\$208,037.</u>



TABLE IV

UNDERGRADUATE SCHOLARSHIPS AND BURSARIES  
AWARDED UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1965-66

PROVINCE	AWARDS	AMOUNTS	TOTAL NO. AWARDS	TOTAL AMOUNTS
Newfoundland	1 - Scholarship 43 - Bursaries	\$500. 13,150.	44	13,650.
P.E.I.	3 - Scholarships 23 - Bursaries	1,500. 7,000.	26	8,500.
Nova Scotia	7 - Scholarships 77 - Bursaries	3,500. 18,050.	84	21,550.
New Brunswick	5 - Scholarships 21 - Bursaries	2,500. 7,300.	26	9,800.
Quebec	Nil Scholarships Nil Bursaries	- -	-	--
Ontario	3 - Scholarships 188 - Bursaries	1,500. 42,625.	191	44,125.
Manitoba	Nil Scholarships 29 - Bursaries	4,500.	29	4,500.
Saskatchewan	16 - Scholarships 20 - Bursaries	6,800. 9,800.	36	16,600.
Alberta	6 - Scholarships 58 - Bursaries	2,100. 17,000.	64	19,100.
British Columbia	12 - Scholarships 17 - Bursaries	6,000. 5,550.	29	11,550.
N. W. T.	Nil Scholarships Nil Bursaries	- -	-	-
Yukon	Nil Scholarships Nil Bursaries	- -	-	--
TOTALS	53 - Scholarships ) 476 - Bursaries )	\$24,400. \$124,975. \$149,375.	529	\$149,375.



TABLE V

RESEARCH GRANTS  
AWARDED UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1965-66

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<u>Name</u>	<u>Amount</u>
Institute of Cardiology - Montreal	\$ 3,646.74
University of Alberta	82,257.16
University of British Columbia	5,638.99
University of Manitoba	11,226.95
McGill University	17,761.06
Montreal General Hospital	7,582.37
University of Montreal	25,000.00
University of Saskatchewan	23,185.26
University of Toronto	75,078.42
University of Western Ontario	<u>32,456.92</u>
	<u>\$283,833.87</u>

Note: Some of the grants were made for specific projects - others were made to Fitness Research Units.

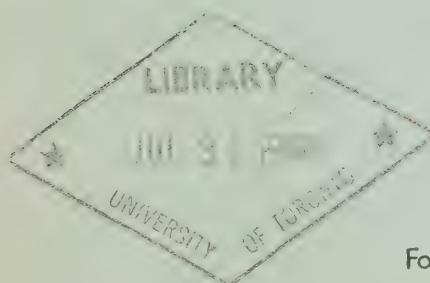




ANNUAL REPORT

THE FITNESS AND AMATEUR SPORT PROGRAM

DEPARTMENT OF NATIONAL HEALTH AND WELFARE



For the fiscal year 1966-67

CAI HW82  
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## ANNUAL REPORT

### FITNESS AND AMATEUR SPORT PROGRAM

1966-67

Under the national Fitness and Amateur Sport Program the principal objective has continued to be to assist the development of services at all levels of activity from the community to international games.

The National Advisory Council on Fitness and Amateur Sport, which advises the Minister on the Program, carries on a continuing review of the progress being made in concert with the Department of National Health and Welfare's Fitness and Amateur Sport Directorate which administers the Program.

Improved competitive results amongst those whose training had been helped by the Program continued to be evident at international, national and regional competitive levels. It is worth noting the relatively sharp increase in successes obtained in sports such as skiing and swimming which have received a consistently high level of federal aid. The strengthening of the broad community base, through assisting organizations to carry out local programs, through research designed to improve methods and performance, through assistance to training, through the production of informational and training materials and through consultative services, is more difficult to measure, but would appear to have contributed towards better achievement internationally and nationally.

Events in which Canadians participated, and for which the training of Canadians was assisted by the Program constitute an impressive list.

#### Commonwealth Games

In the summer of 1966, 108 competitors represented Canada in the British Empire and Commonwealth Games in Jamaica. This team won a total of fifty-seven medals, twenty-six more than the 1962 team received in the previous Games in Perth, Australia. The Games confirmed the trend, first noticeable in the greatly improved standing of Canadians in the Tokyo Olympics, toward higher levels of achievement in a number of different sports. Grants totalling \$25,000 had been made during the 1964-65 fiscal year to assist Canadian participants in the Games, in addition to the substantial sums which had supported training and competition leading up to the Games.

### Canadian Winter Games

The first Canadian Winter Games held in Quebec City in February 1967, which initiated a series of major sports events in this Centennial Year, have been called one of the most exciting milestones in Canadian sports history. Approximately 1,800 athletes from the ten provinces and two territories competed in thirteen different activities. The excellent organization and conduct of the Games by the Winter Games Corporation, made up of citizens of the Quebec area, the response by sports leaders and participants in the provinces and territories and the co-operation of the provincial and territorial governments all contributed to make the Games extremely successful. Georges Labrecque, André Marceau and the many others responsible for the organization of the Games have made a notable contribution to sport in Canada.

Through such expedients as lodging all participants in one sport together, instead of by province, young people with a common interest and endeavour competed together in communities where a complete harmony of interest transcended differences of language as well as location, and where young Indians and Eskimos of the far north, boys and girls from the outports of Newfoundland and the mountains and plains of the west found out how much they had in common with those from Quebec and Ontario.

While the quality of competition varied from one sport to another, the Games gave some indication of Canadian strength in depth in different sports, and some measure of optimism about future international competition. The Games have been recorded on film through a colorful documentary prepared through the National Film Board.

The Games were financed through an arrangement between the Province of Quebec, the Winter Games Corporation and the federal government. Further to the grant of \$347,500 provided by the department during 1965-66, federal assistance totalling \$352,500 has been made available this year, bringing the federal government's share of the costs of the Games to \$700,000.

### Pan-American Games

Close liaison and co-operation in preparing for the Pan-American Games was continued with the Province of Manitoba, the City of Winnipeg and the Pan-American Games (1967) Society. The Department of National Defence also actively co-operated, with the reimbursement of its costs of some \$200,000 being made from this Program.

Federal grants totalling \$2,122,604 have been made through the Fitness and Amateur Sport Act to assist the Games Society. Under the terms of the agreement between the three levels of government, a further \$127,396 can be made available by the federal government in the 1967-68 fiscal year.



The Pan-American Games, the largest single sports event ever held in Canada, ranks as one of the major events of the Centennial Year. More than 2,600 athletes representing nearly thirty countries provided a south-of-the-border atmosphere in Canada's central province during July and August.

As an important by-product of the Games, Winnipeg has been left with one of the finest Olympic swimming pools in the world, a fine velodrome, an outstanding track and field complex and numerous other facilities.

### Special Centennial Projects

The Fitness and Amateur Sport Program also aided Canadian Centennial celebrations by supporting world championships in Canada -- where they were held for the first time -- in badminton (Toronto), fencing (Montreal), lacrosse (Toronto), lawn bowling (Montreal), water skiing (Sherbrooke), and yachting (Montreal/Toronto). Other special Centennial projects supported include a Tri-Country Track and Field meet for young athletes from Canada, Great Britain and France in Ottawa on September 2nd, under the auspices of the Amateur Athletic Union of Canada, and the Commonwealth Junior Tennis Championships.

More than a quarter of a million dollars was provided through the Fitness and Amateur Sport Program for these projects.

It is hoped that these events will have an important effect on Canadian sport by focussing public attention on amateur athletics, by encouraging our athletes through national and international competitions, and by stimulating the construction and improvement of facilities which have lasting benefits for the host centres. However, this type of stimulation only has an optimum value when it encourages participation by individuals of all standards of ability right through to the community, and the stimulation of competition at all levels, not only the top as represented by these grants. This is of particular concern to the federal government.

### Recreation Symposium

The implications of more leisure time in working years and of earlier retirement in relation to more purposeful and active living provided the main topics for study at the Canadian Symposium of Recreation, in Montreal in June, which brought together representatives of over 170 affiliated agencies and organizations, with an attendance in excess of 1,500. It is believed the Symposium may influence the directions which the development of recreation programming will take in the years ahead.

The Department made grants totalling \$29,900 to help with the organization of the Symposium and has been closely associated with it in a consultative capacity.

### Hockey Study

The Report on the Study of Amateur Hockey in Canada was tabled in the House of Commons late in the fiscal year and has been studied by many organizations concerned with hockey across Canada. The Study had three purposes: to investigate the aims, structure and functions of the Canadian Amateur Hockey Association and other groups acting as the sports governing bodies for amateur hockey; to identify the problems confronting amateur hockey and, to make recommendations for improving the government of amateur hockey. The Report includes thirty-four recommendations regarding the amateur-professional relationship, the new Canadian Amateur Hockey Association-National Hockey League Agreement, hockey and education, government legislation, the national team and the structure and function of the Canadian Amateur Hockey Association.

### Boxing Study

The Council, during its meetings in October 1966, recommended that further government support to amateur boxing be withheld until certain conditions were met. The Council expressed concern for the need to widen the base of effective leadership, adequate supervision of training and competition, safeguards against injury and, as warranted, changes in the rules governing amateur boxing in Canada before it could recommend continued financial support. As a result of this step, the Council, the Department and the Chairman of the Amateur Athletic Union Boxing Committee have been working together to find ways in which amateur boxing can be strengthened and whether, through rule and other changes, the serious objections which have been raised regarding the danger of permanent injury can be overcome. It is hoped a complete report, with recommendations, can be made before the end of the 1967-68 fiscal year.

### National Sports Training Centre

A special committee of Council was established to investigate the possible role a national sports training centre or centres, a system of regional centres or, possibly, some combination of these, could play in assisting the Program.



## Sports Award

For some time the National Advisory Council on Fitness and Amateur Sport has been considering a suitable award for Canadian athletes achieving outstanding performances in international competition. It is hoped that a Canada Sports Medal can be awarded for outstanding achievement in sport for the first time during 1967-68.

## Developmental Planning

A start was made during the year on a new method of dealing with grants to national organizations. In the past these organizations made annual requests for grants which were reviewed by the National Advisory Council before it made its recommendations to the Minister. Now each organization will be encouraged to prepare a three-year developmental plan which would specify what it hoped to accomplish and the kinds of aid it would require.

These plans would be periodically reviewed by Council committees composed of a Council member as chairman along with representatives of the sports governing bodies concerned, those from other organizations related to that particular program, representatives of schools of physical education and of the provincial governments. It is hoped that all plans produced can be widely circulated thus providing an opportunity for those concerned to study them and bring their views to the attention of the Council committee dealing with the activity.

Under this new approach the National Advisory Council will consider all plans and, when agreement is reached, recommend them to the Minister. Council's review would be of an overall kind. It would concern itself with the amount of money which it would recommend to the Minister for the development of each sport in relation to the developmental program proposed. It would also be concerned with the co-ordination of all plans into a general support program for the encouragement of fitness and amateur sport activities in Canada. It is hoped that this approach will not only encourage planning but result in a more efficient processing of grants as they are called for under the plan. No organization will be required to participate. Those which so desire may do so, others can continue to make application for individual grants on an ad hoc basis as heretofore.

Through this planning organization, which will be advised and serviced by Departmental consultants, it is hoped to develop and maintain a strong and dynamic advisory structure which will be responsible for the guidance of the Fitness and Amateur Sport Program and for a complete community-government co-operation.

## Grants to National Organizations

Grants totalling close to \$3.5 million were made to assist national and international sports and recreation programs during the year. While national sports governing bodies and other national organizations receiving grants under the Program vary greatly in organization, structure, and methods of operation, there are a number of common elements, which make possible some assessment of their organizational strength.

In assisting national bodies the Department endeavours to motivate the building of strong organizational structures. It hopes to see officers and members of the organizations increasingly concerned with the quality of leadership at all levels. It encourages organizations to place high priority on a continuing self-evaluation, utilize all available methods to promote and develop the activity for which they are responsible. In addition it encourages them to find and develop different sources of revenues within the possibilities inherent in the type of sport or activity, so that federal grants can be used increasingly for developmental and special projects.

There appears to be some consensus that the co-operative relationships which have been developed with the sports governing bodies, as well as grants to them, resulted in considerable strengthening of the organization of sport in Canada. Participation has increased, coaching and officiating structures have been strengthened and financial and administrative procedures have been improved.

However efforts are still required to achieve an optimum effective communication between branch and national levels and to provide the strong administrative base required to ensure the development of overall long-term programs in which equal emphasis is placed on expansion and improvement at the local and provincial as on the national and international levels.

The ways in which federal grants were used to assist national sports governing bodies can be illustrated by several random examples.

National Championships received assistance. The Canadian Canoe Association used financial aid of \$3,874 towards the holding of its National Championships at Ottawa in August 1966, while the Canadian Figure Skating Association was awarded \$4,714 to help in holding the Canadian Figure Skating Championships in Toronto in January, 1967. In view of the Pan-American Games being held in Winnipeg this year, a number of sports governing bodies held their Canadian Championships and Pan-American trials just prior to the Games. Eight organizations received some \$40,289 in support of such projects.



The National Team Concept is largely a result of this Program. The national teams in skiing and hockey were substantially aided by federal grants. The Canadian Amateur Ski Association received \$42,404 and the Canadian Amateur Hockey Association \$48,200 to help with expenses involved in training their national teams and in sending them to their respective world championships. Since their inception, federal grants have, through 1966-67, totalled \$139,925 in support of the national ski team and \$161,020 for the national hockey team.

The Fitness and Amateur Sport Act has had perhaps its biggest impact on training and strong emphasis continued to be placed on the training of coaches and officials, in an effort to improve the quality of leadership at all levels of amateur sport. This aid assisted training projects which were both large and small in scope. The Canadian Women's Field Hockey Association received \$5,721 toward the conduct of five regional clinics for coaches, players and officials across Canada and the Canadian Association of Amateur Oarsmen received \$2,476 for a Canadian Coaching Clinic held in March, 1967, in Toronto. Grants of \$65,332 to the Royal Canadian Legion for its clinics and \$47,289 to the Canadian Amateur Hockey Association for amateur hockey clinics were also made.

To strengthen the administration of organizations conducting fitness, recreation and amateur sports programs, a series of administrative grants was initiated in 1965-66. This year over thirty such grants were given, totalling \$162,819. This assistance enables them to meet general office expenses in handling expanded administrative responsibilities and contribute to the travel costs of members attending executive and annual meetings.

The international aspects of sport continued to receive support. The Canadian Olympic Association received \$30,000 to assist its administration during the last calendar year as well as a grant of \$56,953 to help in sending Canadian teams to the Pan-American Games in Winnipeg.

Several agencies were assisted in projects of interest during the year. Both the Y. M. C. A. and Y. W. C. A. received substantial grants to help with leadership training projects in the field of fitness designed to improve and up-date their programs. The Boys' Clubs, Boy Scouts and others continued to be assisted.

Of the \$3,456,633 paid in grants in 1966-67 to national organizations, \$266,624 supported 2,626 participants representing Canada in international competitions, \$283,029 aided 5,987 participants in national championships and \$372,499 assisted training programs. A comparative statement of assistance given to sports governing bodies and agencies toward programs carried out during 1965-66 and 1966-67 is shown in Table I of the Appendix.

## Grants to the Provinces

The three-year federal-provincial agreement signed in September 1964 expired on March 31st of this year and a new agreement was signed. Under this agreement \$1 million has annually been made available to the provinces, with each province or territory being eligible to receive a basic grant of \$35,000 and the balance of the \$1 million distributed according to population. All provinces and territories, except Quebec, participate in the program.

The new agreement, also for three years, is substantially the same as its predecessor but it includes a number of changes designed to facilitate administration.

Through this program the federal government pays sixty percent of the cost of approved provincial projects while the province pays the remaining forty percent. The only exceptions are the scholarships and bursaries awarded to undergraduate students in physical education and recreation where the recipients are nominated by the provinces and the Department pays the total cost.

The provinces are concerned with the promotion and development of fitness and amateur sport programs at the local, district and provincial levels. A number of provinces have established a grant system to assist communities in establishing and operating community programs, particularly through the appointments of full-time professional staff. Significant emphasis has been placed on the support of leadership training projects conducted either by the province, by the provincial branches of the sports governing bodies or associations concerned or, in some instances, on a cooperative basis. Several provinces have used part of their allotment to expand their administrative and advisory services.

Occasionally special grants, outside the terms of the federal-provincial agreement, are made to assist provinces with major projects of importance. Manitoba received \$40,000 to aid in the conversion of facilities at Gimli into a provincial leadership training centre, one that is already receiving extensive use. Within the terms of the agreement, Newfoundland received \$12,500 to assist in the organization of several provincial sports governing branches which had previously not been organized within the province and supplementary assistance of \$15,000 was made available to New Brunswick.

In 1966-67 a total of \$669,289 in grants was made to the provinces compared to \$703,059 in 1965-66. Full details are shown in Table II of the Appendix.



## Scholarship and Fellowship Program

The scholarship and fellowship program is designed to assist in the continual improvement of the professional competence of physical education teachers and recreation leaders in Canada. One hundred and ten awards were made during the year, involving an expenditure of \$188,675. Thirty-seven of the recipients were working toward their doctorate and seventy-one toward a master's degree.

Since the scholarship program was established in 1962-63 a total of 298 persons have received postgraduate scholarships and fellowships. Of these 33 were women and 265 were men. To date ninety-one have earned master's degrees and fourteen have earned their doctorates. It is expected that approximately seventy-five more will receive post-graduate degrees in the coming months. Investigation has shown that upon completion of their studies, scholarship holders are employed as teachers, department heads and supervisors in Canadian school systems, universities and recreation agencies. Recipients have come from every province and are working in every province.

All scholarship recipients must work at least two years in Canada, or a period equivalent to the duration of the award, upon completion of their studies. Applications for awards are reviewed by the Scholarship Committee of the National Advisory Council composed of representatives of university physical education faculties and provincial governments and all awards are made on the basis of the committee's recommendations. Details concerning graduate assistance are contained in Table III of the Appendix.

Undergraduate scholarships and bursaries for students enrolled in a degree course in physical education or recreation are awarded under the provincial program. During this fiscal year a total of 586 awards were made, compared with 529 in the previous year. As shown in Table IV of the Appendix, the total expenditure for scholarships and bursaries was \$153,995 as compared with \$149,375 in 1965-66. Since 1962-63 a total of \$2,072 undergraduate awards have been made involving a total expenditure of \$563,015.

## Fitness Research

The Fitness and Amateur Sport Research Program provides financial assistance for the investigation of problems related to fitness. Grants are made to assist individual research workers and to operate three university research units.

The Research Review Committee of the National Advisory Council, consisting of a group of leading Canadian scientists, reviews all grant applications and makes recommendations in addition to taking a vital part in the total fitness research program.

The primary purpose of this program is to encourage and aid pure and applied research projects which will further our knowledge about Canadians and which, in turn, can lead to more effective programs in the fitness field. To date the majority of the research investigations receiving support have been concerned with the physiological effects of exercise and competitive sport. For instance, one individual study is concerned with growth and development factors as they relate to athletic performance while another is studying the characteristics of adult men engaging regularly in sports or a physical exercise program. A few studies have been sponsored on the psychosociological aspects of sports participation and it is expected that this area will receive more emphasis in the future.

During 1966-67, sixteen individual studies were assisted by an expenditure of \$195,988. An additional sum of \$150,000 was granted to the research units at the Universities of Alberta, Montreal and Toronto under a five-year agreement which began with the 1964-65 fiscal year. The total of \$345,988 expended for research in 1966-67 compares with a total expenditure of \$283,833.87 in 1965-66. A more detailed breakdown of research grants is set out in Table V of the Appendix.

#### Publicity, Informational and Instructional Material Services

An important part of the Fitness and Amateur Sport Program is the publicity, consultant and information services provided by the Department.

The technical information services program has two major functions. One is to inform the general public about the program and the services it provides. For this purpose press releases are prepared on items of public interest and interpretative articles written for various journals and magazines. A large visual display illustrating the Program was circulated to several conferences during the year and material prepared for use by radio and television. In addition, a descriptive booklet, "Program For Everyone", was produced and circulated widely throughout the country. A clearinghouse service is maintained for information on fitness and amateur sport in Canada. A calendar of sports events is published three times annually which includes locations and dates of such national events as championships, clinics for coaches and officials, annual meetings and international sports events involving Canadian participants. It is hoped that a regular newsletter can be published in the future.

The other function of this program lies in the area of educational materials. The Department, in co-operation with the Queen's Printer and the National Film Board, produces printed materials, films and



filmstrips of a technical nature which will usefully assist in the promotion and instruction of various fitness, recreation and amateur sport activities. During 1966-67 a promotional film on water sports, "Get Wet" was completed while films on volleyball, badminton and community recreation neared completion. Among printed materials, a fitness guide for men and women entitled "Get Fit - Keep Fit", prepared by a joint committee of the Canadian Medical Association and the Canadian Association of Health, Physical Education and Recreation was produced. A second booklet in this series which is designed for Canadian youth is in the final stages of production. In addition instructional materials on volleyball, hockey, water sports and track and field are well advanced in preparation along with a guidebook on the planning, building and operation of community centres.

The Department is not only producing educational materials; it is also encouraging more effective co-ordination between the provinces and between the provinces and the federal government to prevent unnecessary duplication of effort. As one means to this end it is currently preparing a catalogue of all publications produced by the provinces and the federal government along with respective policies regarding distribution and reproduction.

Advice is also given to national associations regarding instructional materials and assessments made of their needs and ways in which they can be assisted, in relation to the broad information services program of the Department.

Through a grant to the University of Ottawa, a Documentation Centre is maintained and operated on behalf of the Department to provide a national archive on fitness and amateur sport topics.

### Consultant Services

The main responsibility of the consultant service involves a close working relationship with the more than fifty national associations receiving assistance under the Program. This includes technical advice on the on-going programs of the associations and assessment of the projects which have received federal support.

As more of these associations expand their programs and resulting administrative functions, and as they begin to embark on long-range development plans, the consultants are increasingly being called upon for assistance. Their knowledge of the overall needs and developments in amateur sport and recreation in Canada is a valuable background which can be applied to the particular plans and problems of each organization. They provide direct advisory assistance to the associations and services as required, and are a link between the federal government and each agency concerned with the program.

In summary, an interrelated pattern is sought within the total Fitness and Amateur Sport Program. Through its educational and information services the public is acquainted with the program and instructional materials are provided for leaders in fitness and amateur sports programs. Research projects expand known knowledge and often suggest improved methods and techniques. The scholarship, fellowship and bursary program assists in the training of more competent persons qualified to provide professional staffing for programs. Grants help to provide the means whereby participants from the community to the international level have the opportunity to take part in sports and active recreational pursuits. The consultant services aid in providing an advisory and co-ordinating link and in making available the expertise which can assist in solving problems.

#### National Advisory Council on Fitness and Amateur Sport

In 1966-67 the thirty member National Advisory Council on Fitness and Amateur Sport, which advises the Minister on the Program, met three times -- in Ottawa in April and October, and in Quebec City, just prior to the First Canadian Winter Games, in February. In December, thirteen new members were appointed to replace those whose terms had expired and a new chairman, Professor W.J. L'Heureux, was appointed. A list of current Council members is appended.



THE NATIONAL ADVISORY COUNCIL  
ON  
FITNESS AND AMATEUR SPORT

Chairman:

Professor Willard J. L'Heureux,  
London, Ontario.

Members:

Newfoundland	Mr. Matthew Foster, St. John's
Prince Edward Island	Mr. John L. Evans, Charlottetown
Nova Scotia	Mr. Robert Hayes, Halifax Dr. John E. MacDonell, Antigonish
New Brunswick	Mr. Vance Toner, Moncton
Quebec	Mr. Rene Belisle, Montreal Mr. Alex Duff, Montreal Mr. Georges Labrecque, Quebec Mr. Roland Lacroix, St. Marie de Beauce Mr. Dollard Morin, Ville de Laval Miss Sybil V. Ross, Montreal Mr. Levis Sauve, LaSalle Mr. M. Laird Watt, Montreal
Ontario	Dr. John V. Basmajian, Kingston Mr. William Crothers, Markham Judge Frank E. Dunlap, Ottawa Mr. George N. Duthie, Toronto Mr. Paul H. Traynor, Hamilton Mr. Jan Waldauf, Islington
Manitoba	Mr. Georges Depres, St. Vital
Saskatchewan	Mr. Frank Germann, Wilcox Miss Patricia Lawson, Saskatoon
Alberta	Mr. G. Maxwell Bell, Calgary Mr. Donald N. McColl, Edmonton
British Columbia	Rev. Father David Bauer, Vancouver Mrs. May Brown, Vancouver Mr. Robert Hutchison, Victoria Mr. Erwin Swangard, Vancouver

PERMITS UNDER THE FITNESS AND AMATEUR SPORT ACT TO SPORTS GOVERNING BODIES,  
BY TYPE OF PROGRAM  
FOR THE FISCAL YEARS 1965-66 and 1966-67



TABLE I (Cont'd)

Organization	National Championships		International Meets		Training Programs		Special Programs or Events		Administration		TOTALS	
	1965-66	1966-67	1965-66	1966-67	1965-66	1966-67	1965-66	1966-67	1965-66	1966-67	1965-66	1966-67
<b>SPORTS CONTINUING BODIES (Cont'd)</b>												
Canadian Water-Ski Association	-	3,731	-	37,103	-	-	-	-	-	-	6,240	40,839
Canadian Wheelmen's Association	-	5,070	-	-	-	-	-	-	-	3,987	1,025	13,969
Canadian Women's Field Hockey Association	-	-	-	-	2,015	5,721	-	-	1,025	1,240	1,025	13,969
Canadian Yachting Association	4,248	4,243	5,000	56,350	14,000	15,000	-	-	2,280	2,280	2,280	6,761
National Federation of Amateur Baseball Inc.	14,920	3,975	-	-	9,433	-	-	-	2,600	1,949	25,848	77,547
Canadian Amateur Football Association	-	-	-	-	-	-	-	-	1,696	-	25,469	3,395
Royal Canadian Golf Association	595	-	-	1,666	-	-	2,000	-	-	3,377	2,000	20,391
Rugby Union of Canada	-	4,872	-	-	-	-	-	-	-	-	595	1,666
Shooting Federation of Canada	1,286	877	2,336	8,144	-	8,000	-	-	358	1,950	353	14,822
Canadian Team Handball Federation	-	570	-	5,031	-	-	-	-	1,212	3,091	4,834	12,119
Sub-Total	118,123	303,073	189,791	275,405	133,118	277,777	1,905	5,203	41,760	31,373	662,677	1,014,444
<b>AGENCIES OPERATING PROGRAMS</b>												
Association Canadienne des Centres de Loisirs	-	-	-	-	32,000	12,630	-	-	9,900	9,900	41,900	22,530
Boys' Clubs of Canada	-	-	-	-	8,000	-	-	-	-	-	8,000	-
Canadian Amateur Sports Federation	-	-	-	-	-	-	-	-	1,610	8,760	1,610	8,760
Canadian Camping Association	-	-	-	-	-	-	-	-	1,278	2,848	1,278	2,848
Canadian Ski Patrol	-	-	-	-	-	-	750	-	-	-	750	-
Canadian Union of Students	3,663	-	13,107	-	-	-	-	-	-	-	13,017	-
Federation of Silent Sports	-	-	-	-	-	-	-	-	-	-	3,663	-
Girl Guides of Canada	-	-	-	-	-	-	-	-	-	-	17,564	-
Guides Catholiques du Canada	-	-	-	-	17,564	-	-	-	-	-	17,564	-
Royal Canadian Legion	-	-	-	-	13,250	3,555	-	-	-	-	13,250	3,554
Royal Life Saving Society	-	-	-	-	62,717	62,332	-	-	-	-	62,717	65,332
Young Men's Christian Association	-	-	-	-	3,910	-	1,797	-	-	-	11,707	-
Young Women's Christian Association	-	-	-	-	13,190	17,295	-	-	-	-	13,190	17,295
Sub-Total	3,663	-	13,107	-	155,221	25,311	2,547	27,625	12,788	21,508	198,326	147,944
<b>PROFESSIONAL ASSOCIATIONS</b>												
Canadian Association of Health, Physical Education and Recreation	-	-	-	-	-	-	-	-	15,000	24,224	15,000	24,224
Parks and Recreation Association of Canada	-	-	-	-	-	-	2,200	12,000	-	5,114	2,200	17,114
Sub-Total	-	-	-	-	-	-	2,200	12,000	15,000	29,338	17,200	41,333
<b>GRAND TOTAL</b>												
For Canadian Winter Games	-	-	-	-	-	-	347,500	352,500	-	-	347,500	352,500
International - Operation Year Project	-	-	-	-	-	-	21,000	-	-	-	21,000	-

Charterships		1966-67		1967-68		1968-69		1969-70		1970-71		1971-72		1972-73		1973-74		1974-75		1975-76		1976-77		1977-78		1978-79		1979-80		1980-81		1981-82		1982-83		1983-84		1984-85		1985-86		1986-87		1987-88		1988-89		1989-90		1990-91		1991-92		1992-93		1993-94		1994-95		1995-96		1996-97		1997-98		1998-99		1999-00		2000-01		2001-02		2002-03		2003-04		2004-05		2005-06		2006-07		2007-08		2008-09		2009-10		2010-11		2011-12		2012-13		2013-14		2014-15		2015-16		2016-17		2017-18		2018-19		2019-20		2020-21		2021-22		2022-23		2023-24		2024-25		2025-26		2026-27		2027-28		2028-29		2029-30		2030-31		2031-32		2032-33		2033-34		2034-35		2035-36		2036-37		2037-38		2038-39		2039-40		2040-41		2041-42		2042-43		2043-44		2044-45		2045-46		2046-47		2047-48		2048-49		2049-50		2050-51		2051-52		2052-53		2053-54		2054-55		2055-56		2056-57		2057-58		2058-59		2059-60		2060-61		2061-62		2062-63		2063-64		2064-65		2065-66		2066-67		2067-68		2068-69		2069-70		2070-71		2071-72		2072-73		2073-74		2074-75		2075-76		2076-77		2077-78		2078-79		2079-80		2080-81		2081-82		2082-83		2083-84		2084-85		2085-86		2086-87		2087-88		2088-89		2089-90		2090-91		2091-92		2092-93		2093-94		2094-95		2095-96		2096-97		2097-98		2098-99		2099-00		2100-01		2101-02		2102-03		2103-04		2104-05		2105-06		2106-07		2107-08		2108-09		2109-10		2110-11		2111-12		2112-13		2113-14		2114-15		2115-16		2116-17		2117-18		2118-19		2119-20		2120-21		2121-22		2122-23		2123-24		2124-25		2125-26		2126-27		2127-28		2128-29		2129-30		2130-31		2131-32		2132-33		2133-34		2134-35		2135-36		2136-37		2137-38		2138-39		2139-40		2140-41		2141-42		2142-43		2143-44		2144-45		2145-46		2146-47		2147-48		2148-49		2149-50		2150-51		2151-52		2152-53		2153-54		2154-55		2155-56		2156-57		2157-58		2158-59		2159-60		2160-61		2161-62		2162-63		2163-64		2164-65		2165-66		2166-67		2167-68		2168-69		2169-70		2170-71		2171-72		2172-73		2173-74		2174-75		2175-76		2176-77		2177-78		2178-79		2179-80		2180-81		2181-82		2182-83		2183-84		2184-85		2185-86		2186-87		2187-88		2188-89		2189-90		2190-91		2191-92		2192-93		2193-94		2194-95		2195-96		2196-97		2197-98		2198-99		2199-00		2200-01		2201-02		2202-03		2203-04		2204-05		2205-06		2206-07		2207-08		2208-09		2209-10		2210-11		2211-12		2212-13		2213-14		2214-15		2215-16		2216-17		2217-18		2218-19		2219-20		2220-21		2221-22		2222-23		2223-24		2224-25		2225-26		2226-27		2227-28		2228-29		2229-30		2230-31		2231-32		2232-33		2233-34		2234-35		2235-36		2236-37		2237-38		2238-39		2239-40		2240-41		2241-42		2242-43		2243-44		2244-45		2245-46		2246-47		2247-48		2248-49		2249-50		2250-51		2251-52		2252-53		2253-54		2254-55		2255-56		2256-57		2257-58		2258-59		2259-60		2260-61		2261-62		2262-63		2263-64		2264-65		2265-66		2266-67		2267-68		2268-69		2269-70		2270-71		2271-72		2272-73		2273-74		2274-75		2275-76		2276-77		2277-78		2278-79		2279-80		2280-81		2281-82		2282-83		2283-84		2284-85		2285-86		2286-87		2287-88		2288-89		2289-90		2290-91		2291-92		2292-93		2293-94		2294-95		2295-96		2296-97		2297-98		2298-99		2299-00		2300-01		2301-02		2302-03		2303-04		2304-05		2305-06		2306-07		2307-08		2308-09		2309-10		2310-11		2311-12		2312-13		2313-14		2314-15		2315-16		2316-17		2317-18		2318-19		2319-20		2320-21		2321-22		2322-23		2323-24		2324-25		2325-26		2326-27		2327-28		2328-29		2329-30		2330-31		2331-32		2332-33		2333-34		2334-35		2335-36		2336-37		2337-38		2338-39		2339-40		2340-41		2341-42		2342-43		2343-44		2344-45		2345-46		2346-47		2347-48		2348-49		2349-50		2350-51		2351-52		2352-53		2353-54		2354-55		2355-56		2356-57		2357-58		2358-59		2359-60		2360-61		2361-62		2362-63		2363-64		2364-65		2365-66		2366-67		2367-68		2368-69		2369-70		2370-71		2371-72		2372-73		2373-74		2374-75		2375-76		2376-77		2377-78		2378-79		2379-80		2380-81		2381-82		2382-83		2383-84		2384-85		2385-86		2386-87		2387-88		2388-89		2389-90		2390-91		2391-92		2392-93		2393-94		2394-95		2395-96		2396-97		2397-98		2398-99		2399-00		2400-01		2401-02		2402-03		2403-04		2404-05		2405-06		2406-07		2407-08		2408-09		2409-10		2410-11		2411-12		2412-13		2413-14		2414-15		2415-16		2416-17		2417-18		2418-19		2419-20		2420-21		2421-22		2422-23		2423-24		2424-25		2425-26		2426-27		2427-28		2428-29		2429-30		2430-31		2431-32		2432-33		2433-34		2434-35		2435-36		2436-37		2437-38		2438-39		2439-40		2440-41		2441-42		2442-43		2443-44		2444-45		2445-46		2446-47		2447-48		2448-49		2449-50		2450-51		2451-52		2452-53		2453-54		2454-55		2455-56		2456-57		2457-58		2458-59		2459-60		2460-61		2461-62		2462-63		2463-64		2464-65		2465-66		2466-67		2467-68		2468-69		2469-70		2470-71		2471-72		2472-73		2473-74		2474-75		2475-76		2476-77		2477-78		2478-79		2479-80		2480-81		2481-82		2482-83		2483-84		2484-85		2485-86		2486-87		2487-88		2488-89		2489-90		2490-91		2491-92		2492-93		2493-94		2494-95		2495-96		2496-97		2497-98		2498-99		2499-00		2500-01		2501-02		2502-03		2503-04		2504-05		2505-06		2506-07		2507-08		2508-09		2509-10		2510-11		2511-12		2512-13		2513-14		2514-15		2515-16		2516-17		2517-18		2518-19		2519-20		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TABLE II

ALLOCATIONS AND GRANTS  
UNDER FEDERAL-PROVINCIAL FITNESS AND AMATEUR SPORT PROGRAM  
1965-66 - 1966-67

<u>PROVINCE</u>	<u>ALLOCATION</u>		<u>GRANTS</u>	
	<u>1965-66</u>	<u>1966-67</u>	<u>1965-66</u>	<u>1966-67</u>
	\$	\$	\$	\$
Newfoundland	49,828	49,687	49,565	48,811
Prince Edward Island	38,227	38,166	38,227	35,899
Nova Scotia	57,891	57,250	54,081	50,925
New Brunswick	53,595	53,351	52,291	52,970
Quebec	202,841	202,448	-	-
Ontario	233,486	235,281	104,007	128,982
Manitoba	63,876	63,114	63,876	63,114
Saskatchewan	63,317	62,937	53,410	60,990
Alberta	78,324	77,683	34,398	43,874
British Columbia	87,377	88,881	84,890	88,252
Northwest Territories	35,759	35,762	35,477	35,762
Yukon	35,479	35,440	27,837	32,210
	\$1,000,000	\$1,000,000	\$598,059	\$641,789
Supplementary Grants to Newfoundland and New Brunswick			\$ 85,000 20,000	\$ 12,500 15,000
			\$703,059	\$669,289

(1) In 1966-67:

Additional allocations of \$12,500 and \$15,000 were made available, on request, to the Provinces of Newfoundland and New Brunswick to finance supplementary projects under the terms of the agreements.



TABLE III

SCHOLARSHIPS AND FELLOWSHIPS  
AWARDED TO POST GRADUATE STUDENTS  
UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1965-66 - 1966-67

<u>Type of Award</u>	<u>No.</u>		<u>Amount</u>	
	<u>1965-66</u>	<u>1966-67</u>	<u>1965-66</u>	<u>1966-67</u>
Post Graduate Scholarships			\$	\$
Masters Level				
- Short Term	39	31	33,150	24,000
- Full Year at \$2,000	44	38	88,000	76,000
at \$1,000	<u>3</u>	<u>2</u>	<u>3,000</u>	<u>2,000</u>
Sub-Total	86	71	124,150	102,000
	—	—	—	—
Doctorate Level				
- Short Term	17	10	17,550	10,800
- Full Year	23	27	46,000	54,000
(Dependent's Allowance at \$500 - full year doctorates)	<u>(21)</u>	<u>(26)</u>	<u>10,500</u>	<u>13,000</u>
Sub-Total	40	37	74,050	77,800
	—	—	—	—
Special Fellowships	<u>1</u>	<u>2</u>	<u>3,080</u>	<u>3,236</u>
Sub-Total	<u>1</u>	<u>2</u>	<u>3,080</u>	<u>3,236</u>
Travel Allowance - Full Year Masters in Canada and Full Year Doctorate			<u>6,419</u>	<u>5,639</u>
Total	<u>127</u>	<u>110</u>	<u>\$207,699</u>	<u>\$188,675</u>

TABLE IV

UNDERGRADUATE SCHOLARSHIPS AND BURSARIES  
AWARDED UNDER THE FITNESS AND AMATEUR SPORT ACT

Province	Type	Award No.		Amounts		Total No. Awards		Total Amounts	
		1965-66	1966-67	1965-66	1966-67	1965-66	1966-67	1965-66	1966-67
Newfoundland	Scholarships Bursaries	1 43	- 6	\$ 500 13,150	\$ - 1,200	44 -	6 -	\$ 13,650 -	\$ 1,200 -
Prince Edward Island	Scholarships Bursaries	3 23	3 20	1,500 7,000	1,500 6,600	26 -	23 -	8,500 -	8,100 -
Nova Scotia	Scholarships Bursaries	7 77	9 66	3,500 18,050	4,500 17,925	84 -	75 -	21,550 -	22,425 -
New Brunswick	Scholarships Bursaries	5 21	3 23	2,500 7,300	1,000 6,150	26 -	26 -	9,800 -	7,150 -
Quebec	Scholarships Bursaries	- -	- -	- -	- -	- -	- -	- -	- -
Ontario	Scholarships Bursaries	3 188	2 272	1,500 42,625	1,000 57,620	191 -	274 -	44,125 -	58,620 -
Manitoba	Scholarships Bursaries	- 29	- 40	- 4,500	- 5,000	29 -	40 -	4,500 -	5,000 -
Saskatchewan	Scholarships Bursaries	16 20	29 13	6,800 9,800	12,700 6,100	36 -	42 -	16,600 -	18,800 -
Alberta	Scholarships Bursaries	6 58	2 62	2,100 17,000	600 18,300	64 -	64 -	19,100 -	18,900 -
British Columbia	Scholarships Bursaries	12 17	13 23	6,000 5,500	6,500 7,300	29 -	36 -	11,550 -	13,800 -
Northwest Territories	Scholarships Bursaries	- -	- -	- -	- -	- -	- -	- -	- -
Yukon	Scholarships Bursaries	- -	- -	- -	- -	- -	- -	- -	- -
<u>TOTALS:</u>	Scholarships Bursaries	53 476	61 525	\$ 24,400 124,975	\$ 27,800 126,195	529 -	586 -	\$149,375	\$153,995
		529	586	\$149,375	\$153,995	529	586	\$149,375	\$153,995

TABLE V

RESEARCH GRANTS  
AWARDED UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1965-66      -      1966-67

<u>Name</u>	<u>1965-66</u>	<u>1966-67</u>
	\$	\$
Institute of Cardiology - Montreal	3,646.74	15,000.00
University of Alberta	82,257.16	91,279.00
University of British Columbia	5,638.99	26,722.00
University of Manitoba	11,226.95	13,232.00
Montreal General Hospital	7,582.37	2,500.00
University of Montreal	25,000.00	50,000.00
University of Saskatchewan	23,185.26	23,635.00
University of Toronto	75,078.42	73,682.00
University of Western Ontario	32,456.92	19,993.00
Royal Victoria Hospital	17,761.06	21,325.00
McGill University	--	8,620.00
	<u>\$283,833.87</u>	<u>\$345,988.00</u>

Note: Some of the grants were made for specific projects - others were made to Fitness Research Units.







# ANNUAL REPORT

## FITNESS AND AMATEUR SPORT PROGRAM

DEPARTMENT OF NATIONAL HEALTH  
AND WELFARE



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## ANNUAL REPORT

### FITNESS AND AMATEUR SPORT PROGRAM

1967-68

Canada's expanded amateur sport program in the Centennial Year demonstrated many of the strengths and weaknesses of amateur sport in Canada.

The wide variety of activities which took place clearly illustrated the immense steps forward which had been taken by sport in the six years since the commencement of the Fitness and Amateur Sport Program. At the same time the strains put on sports governing bodies by this augmented program were considerable and they raised questions as to whether the most efficient methods for the promotion and development of amateur sport have yet been developed.

There was concern on the part of some that every effort should be made to raise the level of Canadian achievements in international competitions. As a result a good deal of disappointment was expressed particularly over Canada's lack of success in hockey.

On the more technical side there has been an increasing belief that, while recently most sports have placed considerable emphasis on national coaching clinics supported by federal assistance, the impact of these clinics has not always had maximum effect at the local level. There appears to be a real necessity to revise training structures so that only the best coaches attend national clinics and that they return their knowledge and experience back to the local level.

The question of adequate facilities for sport continued to be debated. At the local level it remains a two-fold problem involving both the requirements for new facilities and the most effective use of those now in existence.

A strong concern was reflected by those interested in the larger problems of recreation and leisure-time activity, a sector in which various federal agencies are becoming increasingly engaged.

It is hoped that the Task Force appointed to investigate amateur sport problems will reinforce the thinking and advice of the National Advisory Council on Fitness and Amateur Sport and perhaps throw new light on these matters.

During the year the National Advisory Council on Fitness and Amateur Sport which advises the Minister on all aspects of the Program lost two valued members. The late George Duthie and Lévis Sauvé were active and enthusiastic members who served as chairmen of special committees and gave unstintingly of their experience and knowledge.

Some of the major events which received support from this Program during 1967-68 are as follows:

#### Pan-American Games

The V Pan-American Games, held in Winnipeg during July and August has been justly rated as the greatest sports event ever held in Canada. Approximately 2700 athletes from twenty-eight nations of the Americas took part in the competitions. One of the outstanding highlights was the highly effective organizational work of the Games Society and of the people of Winnipeg. The success of these Games was due in large measure to a total community involvement in which thousands of citizens from the Winnipeg area gave freely of their time and talents.

Canada sent a team of 438 athletes to the Games and the team was successful in winning a total of ninety-two medals comprising twelve gold, thirty-seven silver and forty-three bronze. This compares with the total of sixty-three medals won by a team of 134 at the 1963 Games held in Sao Paulo, Brazil.

The Games were financed through a three-way agreement arranged between the federal government, the Province of Manitoba and the City of Winnipeg. Up to the end of the 1967-68 fiscal year, the federal government had contributed \$2,229,762 toward the total cost of these Games estimated at \$6,187,776. A final contribution of \$127,396 made in 1968-69 brought the federal share to \$2,357,158.



One of the important components of the Pan-American Games was the Fifth Pan-American Congress on Sports Medicine. The Congress attracted leading authorities on sports medicine from Canada, the United States, England, Sweden and Italy. During the Congress the organizational meeting of the Canadian Association of Sports Sciences was held. A grant of \$8,000 was made to the Pan-American Games Society to assist with the staging of this Congress.

#### World Championships and Special Events

World Championships in four different activities were held in Canada for the first time, with support from the Fitness and Amateur Sport Program. These were fencing, field lacrosse, water skiing, and fourteen yachting classes. Total financial assistance from the Fitness and Amateur Sport Program was \$124,180.

A large number of special Centennial competitive events were supported by the Program during 1967. These included North American Rowing Championships in which representatives of twenty countries competed at St. Catharines and the tri-country track and field meet held in Ottawa with athletes competing from Britain, France and Canada, toward which grants of \$115,000 and \$42,569 were made. The Third Commonwealth Ladies' Golf Tournament in Hamilton, and the International Cricket Matches between U.S. and Canadian teams were also supported.

One of the more unique Centennial events was the First Pan-American Paraplegic Games held in Winnipeg in August. Canadian paraplegics took the initiative in organizing these Games and 125 participants from six countries in the Americas took part. The total federal assistance amounted to \$17,475.

The Yukon Alpine Centennial Expedition created wide interest in Canada. Nearly 250 climbers were involved in the three-phase program. The first phase involved four Canadians and four Americans scaling an unclimbed peak at the Alaska-Yukon border. In the second phase 52 climbers attempted to climb thirteen virgin peaks in the Yukon. In these two phases Centennial flags were planted on the peaks of twelve of the fourteen mountains attempted. In phase three two-two week camps were established on the side of Steele Glacier

with 200 mountaineers present. Federal support amounted to \$48,000 of which \$23,000 came from the Fitness and Amateur Sport Program and \$25,000 from Centennial Commission.

The success of the First Canadian Winter Games in Quebec City in February, 1967, prompted a second step in the unfolding of the Canadian Games concept. The twin cities of Halifax and Dartmouth in Nova Scotia were named as the site of the first Summer Games to be held in August 1969. Negotiations have been completed on the financial arrangements between the federal government, the Province of Nova Scotia and the two municipalities. Under this agreement the federal government bears the net operating expenses of up to \$838,000 and will pay one-third of the capital costs or \$300,000 whichever is the lesser amount. These funds will be paid over the three fiscal years between 1967-68 and 1969-70.

The Canadian Symposium of Recreation was held in June in Montreal. Some 1500 delegates representing more than 170 affiliated agencies and organizations met to consider many segments of recreational planning and programs in Canada. The Symposium attracted world-wide attention and did much to indicate strengths, weaknesses and the need for further co-operation among all groups involved in recreation.

### Winter Olympics

In addition to these Centennial events, another athletic event of interest to Canadians was the X Winter Olympics held in Grenoble, in February. Canada sent a team of seventy-two athletes and twenty officials, with aid from this Program, and was represented for the first time in the biathlon and luge events. Canadian athletes were successful in winning one gold, one silver and one bronze medal. Particular credit is due to Nancy Greene who won a gold and silver en route to her second successive World Cup. The National Hockey Team was the recipient of the bronze medal.

## Other Program Highlights

### Developmental Planning

In 1966-67 a start was made on a new method of dealing with grants to national associations. Instead of making annual requests for grants, associations were encouraged to plan ahead and develop three-year programs. These plans would be periodically reviewed by committees of the National Advisory Council, other agencies related to that particular program, university faculties of physical education and recreation and provincial governments. Council's review would be of a general nature and would be concerned with the amount of money which it could recommend to the Minister for such three-year plans. It is anticipated that this approach will result in more effective planning by organizations and a more efficient processing of federal grants.

Up to the present time the Canadian Amateur Swimming Association, the Canadian Amateur Ski Association, the Canadian Track and Field Association and several of the national program-operating agencies have embarked on three-year developmental plans.

### Hockey Study

The report of the Study of Amateur Hockey in Canada was tabled in the House of Commons in February, 1967. The report was concerned with the aims, structure and function of the Canadian Amateur Hockey Association and other bodies acting as the sports governing bodies for amateur hockey; with the problems affecting amateur hockey and various recommendations for improvement.

Last fall the second part of this study entitled "Minor-Age Hockey in Canada" was completed. This was an in-depth study of minor and schoolboy hockey and it included a number of recommendations directed to appropriate agencies and organizations.

### Boxing Study

In the fall of 1966 Council recommended that federal government support to amateur boxing be suspended until certain improvements were made with respect to a wider



base of effective leadership, adequate supervision of training and competition, safeguards against injury and changes in the rules.

A special study is being conducted of amateur boxing in Canada and a report is expected at the end of the year.

#### Incentive Awards Program

Work was commenced to develop a National Incentive Awards Program which will succeed the Centennial Athletic Awards Program. It is hoped that this program, to be planned in close co-operation with the provinces, will provide a useful means of encouraging greater interest and participation in activities coming within the scope of the Act.

#### Indian and Eskimo Participation in Physical Activity

A special project assisted by a \$24,000 grant was conducted in the Northwest Territories. This program related to the psycho-sociological aspects of Indian and Eskimo participation in strenuous fitness activity in the Arctic, particularly cross-country skiing. The results of this project, particularly the success of Indians and Eskimos in competitive cross-country skiing events in the United States, has led to its continuation in the 1968-69 fiscal year.

#### Grants to National Organizations

Grants totalling close to \$1.5 million were made to assist national associations and agencies in their regular programs during the year.

The basic principle of federal assistance to such groups is one of self-help. Federal funds are designed to encourage the strengthening of administrative structure, expand the quality and quantity of leadership and develop programs. Hopefully such aid will also encourage the organizations to find new and different sources of revenue.

The ways in which federal grants were used to assist national sports governing bodies and recreation agencies is illustrated by the following random examples.

### National Championships

A number of national championships received assistance. The Canadian Amateur Swimming Association received \$14,834 to help support its national championships and the Kodokan Black Belt Association received \$4,755 for the 1967 Canadian Judo Championships and Pan-American Trials. The Canadian Amateur Basketball Association received \$12,639 to assist in its national championships for junior and senior men and women. In all, \$255,201 was expended for national championships compared with \$209,812 in the previous fiscal year.

### Leadership Training

Training programs received increased aid during the year. A total of \$513,105 was granted for this purpose as compared with \$409,120 in 1966-67. This was in response to the national organizations who felt that their greatest need was in the further development of coaches at all levels. As previously noted there still remain some problems in the results of national clinics filtering down to the local level. However, the activity in leadership training made possible by federal government assistance has had a definite, positive effect in increasing the quality and quantity of leadership in most amateur sports.

In addition to the support given for leadership training a total of \$25,796 was made available during the year to assist the training of the national team participating in the 1967 Pan-American Games and \$24,704 was given for the Royal Canadian Legion's Track and Field athletes' clinic.

### Administration

For some period of time it has been noted that one of the main problem areas with sports governing bodies has been administration. To assist these groups to strengthen administratively, grants were increased during the year to assist in handling expanded administrative responsibilities, meet general office expenses and contribute to the cost of members attending executive and annual meetings. In 1967-68 administrative grants made to associations totalled \$135,765

compared with \$111,113 for the previous year. At present, hockey, figure skating, men's and ladies' golf, skiing and yachting have full-time executive directors. There is a growing trend toward strengthening the administrative structure among most of the larger sports governing bodies.

### International Competitions

International competitions continued to receive support during the year. In addition to the \$32,785 awarded to the Canadian Olympic Association to aid in sending the Canadian team to the Winter Olympics, the C.O.A. also received \$56,953 to send Canadian competitors to the Pan-American Games in Winnipeg. Total grants amounting to \$131,352 were made to assist participation in international competitions.

A comparative statement of assistance given to national associations toward programs carried out in 1966-67 and 1967-68 is shown in Tables I, II, III of the Appendix.

### Grants to the Provinces

1967-68 represented the first year of a new three-year federal-provincial agreement. Under this agreement, \$1 million made available annually to the provinces with each province or territory eligible to receive a basic amount of \$35,000 and the remainder of the \$1 million being distributed according to population. All provinces and territories with the exception of Quebec participate in the program.

Through this program the federal government pays 60% of the cost of approved provincial projects while the province pays the remaining 40%. The only exceptions are undergraduate scholarships and bursaries awarded to students in physical education and recreation. These recipients are nominated by the provinces and the Department pays the full cost.

In addition to these undergraduate scholarships and bursaries, the majority of the federal funds are used to support such projects as leadership recreation and amateur sport programs, provincial competitions, conferences and seminars and provincial administration.



The federal-provincial sector provides the basic means through which the Fitness and Amateur Sport Program reaches local levels of participation. In the early years of the program, only portions of the allocation were used by some provinces. Now, however, most provinces use all of their allocation and a number apply for additional funds. In this fiscal year, for example, Newfoundland, Prince Edward Island, New Brunswick, Manitoba and Alberta received a total of \$85,000 in additional funds.

At the present time all provinces can boast of expanded programs when compared with the past six years. Part of this growth is due to provincial initiative and resources but federal government assistance has also played an important role, especially in the smaller provinces. It should also be noted that among some of the larger provinces, the federal assistance available represents only a small percentage of total expenditures on fitness, recreation and amateur sport projects.

In 1967-68 a total of \$813,952 was reimbursed to the provinces compared to \$669,289 in 1966-67. Complete details are shown in Table V of the Appendix.

#### Scholarships and Fellowship Program

This program is designed to provide assistance in the continued improvement of the professional competence of Canadian physical education teachers and recreation leaders. One hundred and thirty-nine awards were made during the year involving an expenditure of \$239,076. This compares with one hundred and ten awards and an expenditure of \$188,675 for the previous year. Among the 1967-68 recipients, forty-five are working on doctoral degrees, ninety-three on master's degrees and one is on a special fellowship.

Since the beginning of this program in 1962-63, a total of 347 persons have received postgraduate scholarships and fellowships. Studies have shown that upon completion of their work, award winners are employed as teachers, department heads and supervisors in Canadian school systems, universities, recreation agencies and provincial offices. Recipients have come from every province and are working in every province.

All applications for awards are reviewed by the Scholarship Committee of the National Advisory Council. This Committee is composed of representatives of university physical education faculties and of the provinces. All awards are made on the basis of the committee's recommendations. Recipients must work at least two years in Canada or for a period equivalent to the duration of the award upon completion of their studies.

Undergraduate scholarships and bursaries for students enrolled in a degree course in physical education or recreation are awarded under the provincial program in which nominations are made by the provincial government and the federal government meets the costs. In this fiscal year a total of 742 awards were made compared to 586 in 1966-67. As shown in Table VII of the Appendix, the total expenditure for scholarships and bursaries was \$173,850 compared with \$153,995 last year. Since 1962-63 a total of 2818 undergraduate awards have been made with the total expenditure being \$736,465.

#### Fitness Research

The Fitness and Amateur Sport Research Program is designed to provide financial assistance for the investigation of problems related to both fitness and sport. Grants are made to assist individual research projects and for the last four years have helped to operate three university research units.

The Research Review Committee of the National Advisory Council, consisting of a group of leading Canadian scientists, reviews all applications and makes recommendations as well as taking a vital part in the total fitness research program.

During the year two special projects for the International Biological Program received support of \$50,000. The second part of the Work Capacity Study by the Canadian Association for Health, Physical Education and Recreation entitled, "The Physical Work Capacity of Canadian Children Aged 7 to 17" was completed.

In all, eighteen individual research projects were assisted by an expenditure of \$187,731. An additional sum of \$150,000 was granted to the research units at the universities of Alberta, Montreal and Toronto. These research units have been operating under a five-year agreement which began in the 1964-65 fiscal year. It is intended that the form of the assistance will be changed and extended to other universities through the establishment of associate professorships and an increased number of individual grants.

The total of \$367,931 expended on research in 1967-68 compares with a total expenditure of \$345,988 in the last fiscal year. A more detailed breakdown of the research grants is shown in Table VIII of the Appendix.

#### Information-Educational Materials Program

The Information-Educational Materials Program has two main functions. The first is to inform the public about the Fitness and Amateur Sport Program and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles written for various magazines and journals. Last year a large display depicting the Program was shown at such events as the First Canadian Winter Games, Pan-Am Games, C.N.E., Canadian Symposium of Recreation and the Annual Convention of the American Association for Health, Physical Education and Recreation in Las Vegas. A clearinghouse service is maintained for information on fitness, recreation and amateur sport programs in Canada. A calendar of sports events is published three times annually which lists the locations and dates of such national events as championships, clinics, annual meetings and international events involving Canadians. Last fall a catalogue was published which listed all publications produced by the provinces and this Department on topics related to the fitness field. From time to time radio programs are prepared and study is being given to the use of television in relation to the program.



The other function of the program is in the area of educational materials. The Department, in co-operation with the National Film Board and Queen's Printer, produces printed materials, films and filmstrips of a technical nature designed to assist in the promotion and instruction of various fitness, recreation and amateur sport activities. During 1967-68, a promotional-instructional film on badminton was completed along with a film "When Your Time Is Your Own" which illustrates the kinds of activities which can be conducted under a municipal recreation program. In addition work progressed on films on volleyball and synchronized swimming. Among printed materials, a fitness guide for Canadian youth entitled "Get Fit - Keep Fit" prepared by a joint committee of the Canadian Medical Association and the Canadian Association for Health, Physical Education and Recreation was produced. This is the second booklet in this series, a guide for men and women having been produced last year. Six more charts in the series of track and field instructional wall charts were finished making a total of nine now available out of a total series of twelve. A brochure designed for high school boys and girls, "Career Opportunities in Physical Education and Recreation" was completed and has had wide acceptance across Canada. In addition, work progressed on manuals in volleyball, water sports, badminton, hockey and a guidebook on the planning, building and operation of community centres.

Along with the production of such materials there is an increasing amount of assistance being given to national sports governing bodies in terms of advisory help in the planning of their own publications. It is expected that this will assume a larger role in the program in future years.

Since the establishment of the Canadian Documentation Centre six years ago, it has been operated by the University of Ottawa on behalf of the Department. At the end of March, 1968, it was formally moved to quarters in the Brooke Claxton Building where it comes under the direct supervision of the Fitness and Amateur Sport Directorate. The Documentation Centre is a national archive on topics related to fitness, recreation and amateur sport and its services are available across the country.

### Consultant Services

The primary responsibility of the consultant service involves a close working relationship with the more than fifty national associations receiving support from the Fitness and Amateur Sport Program. This includes advice on the on-going programs of the associations and assessments of the projects for which federal assistance has been provided. The consultants thus provide a direct link between the federal government and agencies concerned with the program.

As these associations continue to expand their programs and as they begin to undertake more long-range development plans, the consultants are increasingly called upon for technical and advisory assistance. Their knowledge of the broad spectrum of needs and developments in recreation and amateur sport in Canada provide a valuable background which can be applied to the specific plans and problems of each organization.

### National Advisory Council on Fitness and Amateur Sport

The National Advisory Council continued to carry on its review of the progress made together with the Department of National Health and Welfare's Fitness and Amateur Sport Directorate which administers the Program. In 1967-68, the Council met three times - at Keltic Lodge, Ingonish, N.S., in June and in Ottawa in October and March. A list of current Council members is appended.

### Conclusion

While the achievement of this fiscal year gives cause for some measure of satisfaction, there is a sharp awareness of major problems yet to be resolved. A number of these have already been noted in the foregoing. For some the solutions will depend upon additional resources while others await the results of studies now underway.





NATIONAL ADVISORY COUNCIL  
ON FITNESS AND AMATEUR SPORT

Chairman: Dr. W.J. L'Heureux, London, Ont.

Members:

Newfoundland	Mr. Matthew Foster, St. John's
Prince Edward Island	Mr. John L. Evans, Charlottetown
Nova Scotia	Mr. Robert Hayes, Halifax Dr. John E. MacDonell, Antigonish
New Brunswick	Mr. Vance Toner, Moncton
Quebec	Mr. Alex Duff, Montreal Mr. Roland Lacroix, Ste-Marie-de-Beauce Mr. Dollard Morin, Ville de Laval Miss Sybil V. Ross, Montreal
Ontario	Dr. J.V. Basmajian, Kingston Mr. William Crothers, Markham Judge Frank E. Dunlap, Ottawa Mr. Jan Waldauf, Islington
Manitoba	Mr. Georges Depres, St-Vital
Saskatchewan	Mr. Frank Germann, Wilcox Miss Pat Lawson, Saskatoon
Alberta	Mr. Max Bell, Calgary Mr. Donald N. McColl, Edmonton
British Columbia	Mr. Robert Hutchison, Victoria Mr. Erwin Swangard, Vancouver

TABLE I  
FITNESS AND AMATEUR SPORT PROGRAM

COMPARATIVE STATEMENT OF FEDERAL GRANTS EXPENDED BY NATIONAL SPORTS GOVERNING BODIES ON PROGRAMS OR EVENTS  
HELD DURING THE FISCAL YEARS 1966-67 AND 1967-68

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL COMPETITIONS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1966-67		1966-67		1966-67		1966-67		1966-67		1966-67	
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
NATIONAL SPORTS GOVERNING BODIES												
CANADIAN OLYMPIC ASSOCIATION												
(1) Participation in 1967 Pan-Am Games	-	-	-	-	-	-	-	-	30,000	30,000	30,000	30,000
(1) Participation in 1968 Winter Olympic Games	-	-	-	56,953	-	-	-	-	-	-	-	56,953
(2) Amateur Athletic Union of Canada	-	-	-	32,785	-	-	-	-	-	-	-	32,785
- Boxing	4,038	-	-	-	-	-	-	-	10,166	15,914	10,166	15,914
- Fencing	7,997	4,276	-	-	1,891	-	-	-	-	-	5,929	NIL
- Gymnastics	5,244	8,589	7,632	-	4,461	6,212	25,080	-	-	-	7,997	35,568
- Handball	1,982	6,025	665	835	1,455	4,125	-	-	-	-	17,337	12,714
- Track and Field	29,982	30,019	-	-	9,500	3,125	-	-	-	-	4,102	9,985
- Weightlifting	3,031	2,914	833	-	4,137	7,650	42,568	-	-	-	39,482	80,237
- Wrestling	4,188	12,856	1,791	-	1,884	6,140	300	-	-	-	8,001	2,914
Alpine Club of Canada	-	-	-	-	-	-	-	-	-	-	7,863	19,296
Canadian Amateur Basketball Association	16,148	12,639	-	-	9,398	7,003	23,000	-	-	-	NIL	23,000
Canadian Amateur Bobsleigh Association	-	740	5,983	-	7,074	-	3,970	-	2,470	3,412	28,016	27,024
Canadian Amateur Hockey Association	-	-	16,750	10,000	77,612	112,200	-	-	-	720	13,057	1,460
Canadian Amateur Ski Association	13,633	25,705	14,878	7,660	36,983	69,479	16,900	-	1,716	10,750	94,362	122,200
Canadian Amateur Softball Association	-	12,595	-	-	-	-	-	-	-	-	NIL	130,794
Canadian Amateur Speedskating Association	819	1,516	1,120	2,449	2,319	3,470	1,347	-	949	1,225	5,207	8,660
Canadian Amateur Swimming Association	-	-	-	-	-	-	-	-	1,771	3,142	1,771	3,142
- Swimming	10,134	11,987	4,045	-	3,774	21,102	5,100	-	-	-	17,953	38,189
- Diving	2,625	-	-	-	8,742	-	-	-	-	-	11,367	NIL
- Synchronized	6,226	-	-	-	5,540	6,479	-	-	-	-	13,876	6,479
- Water Polo	3,491	2,847	2,723	-	-	2,621	-	-	-	-	6,214	5,468
Canadian Archery Association	2,848	3,592	3,314	-	-	-	-	-	1,076	907	3,924	9,113
Canadian Association of Amateur Oarsmen	6,357	6,453	11,476	-	2,476	2,972	1,300	-	1,116	1,460	21,425	110,885
Canadian Badminton Association	7,791	16,982	15,863	-	5,293	9,909	100,000	-	1,362	2,059	30,309	43,042
Canadian Canoe Association	3,874	6,073	2,558	-	10,000	2,912	-	-	1,002	596	17,434	9,581
Canadian Cricket Association	4,150	4,039	1,343	200	-	-	-	-	1,413	1,114	6,906	6,704
Canadian Field Hockey Association	5,056	-	-	-	-	-	8,380	-	1,178	1,178	6,234	9,558
Canadian Figure Skating Association	3,634	8,119	5,609	-	23,991	35,000	-	-	1,837	2,251	35,131	45,370
Canadian Intercollegiate Athletic Union	17,060	21,258	-	6,600	-	7,500	-	-	1,796	1,720	18,856	29,578
Canadian Kodokan Black Belt Association	4,387	4,755	-	-	-	-	-	-	606	1,157	4,993	13,412
Canadian Lacrosse Association	-	-	-	-	9,682	6,141	16,200	-	1,338	1,948	11,020	24,289
Canadian Ladies Golf Union	3,028	1,060	796	947	-	-	-	-	-	-	3,824	2,007
Canadian Lawn Bowling Council	2,380	3,009	165	-	-	-	-	-	340	334	2,885	8,548
Canadian Lawn Tennis Association	6,163	2,343	4,370	3,985	-	-	-	-	1,760	1,599	12,293	9,227
Canadian Soccer Football Association	6,305	9,085	-	-	9,946	10,174	-	-	1,280	1,680	17,531	20,939

TABLE I (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL COMPETITIONS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Canadian Table Tennis Association	300	-	-	1,932	2,032	-	-	618	1,079	2,950	3,011	
Canadian Volleyball Association	7,095	19,644	1,971	-	-	19,736	-	1,210	2,155	10,276	41,535	
Canadian Water Ski Association	2,038	3,388	1,543	-	-	-	-	500	-	4,081	38,388	
Canadian Wheelchair Association	-	-	-	-	-	-	-	-	-	NIL	17,475	
Canadian Wheelmen's (Cycling) Association	250	3,786	-	-	4,348	726	-	904	1,340	5,502	5,852	
Canadian Women's Field Hockey Association	-	-	-	-	-	14,634	-	740	1,400	740	16,034	
Canadian Yachting Association	-	-	-	-	-	10,000	-	1,590	1,849	27,003	60,850	
National Federation of Amateur Baseball	3,746	1,101	8,222	-	13,445	4,781	-	1,696	-	7,367	4,781	
National Federation of Amateur Football	5,671	-	-	-	-	10,853	-	1,623	1,754	15,646	12,607	
Canadian Amateur Football Association	-	-	-	-	14,023	-	-	-	-	1,666	1,574	
Royal Canadian Golf Association	-	-	1,666	1,574	-	-	-	-	-	13,714	9,317	
Rugby Union of Canada	4,872	5,209	-	-	8,000	-	-	842	1,108	774	17,655	
Shooting Federation of Canada	-	1,452	-	2,118	-	-	-	-	855	5,601	NIL	
Canadian Team Handball Association	570	-	5,031	-	-	-	-	-	-	-	1,000	
Canadian Horse Show (Equestrian) Association	898	-	-	-	-	1,000	-	-	-	-	898	
Parachute Club of Canada	1,801	1,145	4,843	-	-	-	-	1,329	-	7,973	1,145	
TOTAL	209,812	255,201	124,046	131,352	278,006	385,944	16,900	382,998	75,002	95,483	703,766	1,250,978

## NOTES:

(1) The sports represented at the 1967 Pan American Games or 1968 Olympic Winter Games have been assisted through the Canadian Olympic Association with the exception of Hockey which received a \$10,000 grant to assist with the travel expenses of the National Team.

(2) The sports under the jurisdiction of the A.A.U. of C. and the C.A.S.A. are assisted administratively through the national body.

(3) The grants listed under "Special Programs or Events" represent the assistance given for the staging of special centennial events including World Championships.

(4) The grants listed under "Training Programs" include \$25,796 for special training of teams participating in the 1967 Pan American Games.



TABLE II

## FITNESS AND AMATEUR SPORT PROGRAM

COMPARATIVE STATEMENT OF FEDERAL GRANTS EXPENDED BY NATIONAL AGENCIES ON PROGRAMS OR EVENTS  
HELD DURING THE FISCAL YEARS 1966-67 AND 1967-68

NATIONAL AGENCIES OPERATING PROGRAMS	TRAINING PROGRAMS		ADMINISTRATION		TOTALS	
	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68
	\$	\$	\$	\$	\$	\$
Association Canadienne des Centres de Loisirs	23,736	14,484	9,900	10,856	33,636	25,340
Boys' Clubs of Canada	8,000	9,000	-	-	8,000	9,000
Boy Scouts of Canada	4,417	4,718	-	-	4,417	4,718
Canadian Amateur Sports Federation	-	-	5,025	5,345	5,025	5,345
Canadian Camping Association	-	17,697	1,676	1,172	1,676	18,869
Guides Catholiques du Canada	3,554	-	-	-	3,554	NIL
Royal Canadian Legion	53,517	55,476	-	-	53,517	55,476
Scouts Catholiques du Canada	15,000	15,000	-	-	15,000	15,000
Association of Canada Underwater Council	-	3,514	-	1,495	NIL	5,009
Canadian Council of Y.M.H.A.'s and Jewish Community Centres	-	9,460	-	-	NIL	9,460
Royal Life Saving Society	-	-	1,510	1,300	1,510	1,300
Young Men's Christian Association	27,625	13,242	-	-	27,625	13,242
Young Women's Christian Association	5,449	27,008	-	-	5,449	27,008
Duke of Edinburgh's Award of Canada	-	8,066	-	-	NIL	8,066
TOTAL	141,298	177,665	18,111	20,168	159,409	197,833

TABLE III

FITNESS AND AMATEUR SPORT PROGRAM

COMPARATIVE STATEMENT OF FEDERAL GRANTS EXPENDED BY PROFESSIONAL ASSOCIATIONS  
ON PROGRAMS OR EVENTS  
HELD DURING THE FISCAL YEARS 1966-67 AND 1967-68

PROFESSIONAL ASSOCIATIONS	SPECIAL STUDIES OR SURVEYS		ADMINISTRATION		TOTALS	
	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68
Canadian Association of Health, Physical Education and Recreation  Parks and Recreation Association of Canada	\$	\$	\$	\$	\$	\$
	7,424	5,953	15,000	15,000	22,424	20,953
	9,000	-	3,000	5,114	12,000	5,114
TOTAL	16,424	5,953	18,000	20,114	34,424	26,067

TABLE IV

SPECIAL PROJECTS OR PROGRAMS ASSISTED  
UNDER THE FITNESS AND AMATEUR SPORT PROGRAM  
DURING 1967-68

ORGANIZATION	PREVIOUS YEARS		1967-68
	1965-66	1966-67	
Canada Games Society (First Canadian Summer Games 1969)	\$ NIL	\$ NIL	\$ 340,000
First Canadian Winter Games Corporation	347,500	352,500	14,681
1967 Congress of Sports Medicine	NIL	NIL	8,000
*1967 Pan American Games Society	220,000	1,902,604	NIL
Department of National Defence Support services to Pan American Games Society	NIL	NIL	107,158
University of Ottawa (Canadian Documentation Centre)	31,948	17,730	20,000
Government of Northwest Territories			
Territorial Experimental Ski training program	NIL	NIL	23,891
Instructional program in swimming and water safety in the Northwest Territories	NIL	NIL	11,500
TOTAL	599,448	2,272,834	525,230

\*These expenditure figures are not final - a further grant of \$127,396 is payable to the Society in 1968-69.



TABLE V

ALLOCATIONS AND GRANTS  
UNDER FEDERAL-PROVINCIAL FITNESS AND AMATEUR SPORT PROGRAM  
1966-67 - 1967-68

PROVINCE	ALLOCATION		GRANTS	
	1966-67	1967-68	1966*-67	1967-68
	\$	\$	\$	\$
Newfoundland	49,687	49,687	48,811	27,571
Prince Edward Island	38,166	38,166	35,899	23,299
Nova Scotia	57,250	57,250	50,925	56,860
New Brunswick	53,351	53,351	52,970	53,193
Quebec	202,448	202,448	NIL	NIL
Ontario	235,281	235,281	128,982	210,402
Manitoba	63,114	63,114	63,114	63,114
Saskatchewan	62,937	62,937	60,990	62,055
Alberta	77,683	77,683	43,874	77,683
British Columbia	88,881	88,881	88,252	86,216
Northwest Territories	35,762	35,762	35,762	35,762
Yukon	35,440	35,440	32,210	32,797
	\$1,000,000	\$1,000,000	\$641,789	\$728,952
Supplementary Grants to:				
Newfoundland	12,500	30,000	12,500	30,000
P.E.I.	NIL	10,000	NIL	10,000
New Brunswick	15,000	15,000	15,000	15,000
Manitoba	NIL	18,000	NIL	18,000
Alberta	NIL	12,000	NIL	12,000
	\$1,027,500	\$1,085,000	\$669,289	\$813,952

\* NOTE: While most provinces conducted programs to the full extent of their fitness and amateur sport budget, the figures below only reflect the total claims submitted by the end of the fiscal year.

TABLE VI

SCHOLARSHIPS AND FELLOWSHIPS AWARDED TO POSTGRADUATE STUDENTS  
UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1966-67 - 1967-68

TYPE OF AWARD	NUMBER		AMOUNT	
	1966-67	1967-68	1966-67	1967-68
Postgraduate Scholarships			\$	\$
Master's Level				
- Short Term	31	42	24,000	40,400
- Full Year at \$2,000	38	49	76,000	98,000
at \$1,000	2	2	2,000	2,000
Sub-Total	71	93	102,000	140,400
Doctorate Level				
- Short Term	10	13	10,800	13,300
- Full Year	27	32	54,000	62,750
(Dependent's Allowance at \$500 - full year doctorates)	26	28	13,000	14,000
Sub-Total	37	45	77,800	90,050
Special Fellowships	2	1	3,236	1,638
Sub-Total	2	1	3,236	1,638
Travel Allowance - Full Year Master's in Canada and Full Year Doctorate			2,549 3,000	3,934 3,054
TOTAL	110	139	188,585	239,076

NOTE: Some of the grants were made for specific projects - others were made to Fitness Research Units.

TABLE VII  
UNDERGRADUATE SCHOLARSHIPS AND BURSARIES  
1967-68

Province	Type	Award No.		Amounts		Total No. Awards		Total Amounts	
		1966-67	1967-68	1966-67	1967-68	1966-67	1967-68	1966-67	1967-68
Newfoundland	Scholarships	-	-	\$ -	\$ -	6	36	\$ 1,200	\$ 6,275
	Bursaries	6	36	1,200	6,275	-	-	-	-
Prince Edward Island	Scholarships	3	2	1,500	1,000	23	18	8,100	7,300
	Bursaries	20	16	6,600	6,300	-	-	-	-
Nova Scotia	Scholarships	9	2	4,500	1,000	75	120	22,425	22,350
	Bursaries	66	118	17,925	21,350	-	-	-	-
New Brunswick	Scholarships	3	2	1,000	1,000	26	22	7,150	6,950
	Bursaries	23	20	6,150	5,950	-	-	-	-
Quebec	Scholarships	-	-	-	-	-	-	-	-
	Bursaries	-	-	-	-	-	-	-	-
Ontario	Scholarships	2	11	1,000	5,300	274	344	58,620	77,525
	Bursaries	272	333	57,620	72,225	-	-	-	-
Manitoba	Scholarships	-	-	-	-	40	40	5,000	7,000
	Bursaries	40	40	5,000	7,000	-	-	-	-
Saskatchewan	Scholarships	29	40	12,700	12,100	42	58	18,800	20,500
	Bursaries	13	18	6,100	8,400	-	-	-	-
Alberta	Scholarships	2	10	600	2,700	64	58	18,900	12,600
	Bursaries	62	48	18,300	9,900	-	-	-	-
British Columbia	Scholarships	13	16	6,500	8,000	36	46	13,800	13,350
	Bursaries	23	30	7,300	5,350	-	-	-	-
Northwest Territories	Scholarships	-	-	-	-	-	-	-	-
	Bursaries	-	-	-	-	-	-	-	-
Yukon	Scholarships	-	-	-	-	-	-	-	-
	Bursaries	-	-	-	-	-	-	-	-
TOTALS	Scholarships	61	83	27,800	31,100	586	742	153,995	173,850
	Bursaries	525	659	126,195	142,750	-	-	-	-
		586	742	153,995	173,850	586	742	153,995	173,850



TABLE VIII

RESEARCH GRANTS  
AWARDED UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1966-67 - 1967-68

Name	1966-67	1967-68
	\$	\$
University of British Columbia	13,735	8,000
Simon Fraser University	26,722	7,200*
University of Alberta	91,279	97,850
University of Saskatchewan	23,635	31,160
University of Manitoba	13,232	41,432
University of Western Ontario	19,993	20,000
Queen's University	-	11,000
York University	-	2,600
University of Toronto	73,682	61,689
University of Montreal	50,000	50,000
Royal Victoria Hospital	21,325	-
Institute of Cardiology	15,000	18,000
Montreal General	2,500	-
McGill University	-	9,000
Laval University	-	10,000
Dalhousie	8,620	-
TOTALS	345,988	367,931

\*This includes a grant of \$5,200 to make a study of factors for the promotion and development of participation in a specific athletic activity. (Volleyball)







ANNUAL REPORTFITNESS AND AMATEUR SPORT PROGRAM1968-69

This fiscal year represented a period of contrasts for Canada's Fitness and Amateur Sport programme. On the one hand the momentum gained from the expanded programme in Centennial Year was maintained while on the other hand it initiated a period of evaluation and introspection partially resulting from this increased activity.

While there can be no question that immense strides forward have been made in the seven years since the beginning of the programme, there have been definite signs that the time was appropriate for a thorough review of its present policies and procedures.

It was an Olympic year and Canada's achievements in this international event created concern not only over the quality of Canadian participation but also over some of the related administrative policies and procedures.

As Canadian amateur sports programmes continue to expand, it has become increasingly evident that improvements are required to develop optimum effective communications between many national sports governing bodies and their branches. In many, a stronger administrative base is needed to ensure the development of long term programmes in which appropriate emphasis is placed on strong programmes at all levels of competition.

Some of the major events and activities which highlighted the Fitness and Amateur Sport programme during 1968-69 are herein briefly outlined.

FIRST CANADIAN SUMMER GAMES

Throughout much of the fiscal year the Directorate was involved in planning for the First Canadian Summer Games. On May 2, 1968, an Agreement was signed between the Government of Canada, Government of Nova Scotia, the Corporations of the Cities of Halifax and Dartmouth and the 1969 Canada Games Society. Under this agreement, the federal government will underwrite the operating costs of the Games up to a total of \$838,000 and provide an additional amount of up to \$300,000 towards capital costs. The Province of Nova Scotia will contribute \$300,000 and the cities of Halifax and Dartmouth will, together, contribute \$300,000 to the capital cost commitment. Thus as one benefit of these Games, the Halifax-Dartmouth region will have new and improved sports facilities costing nearly one million dollars.

The basic purposes of the Canada Games are to increase interest and participation in amateur sport within all provinces and territories and to improve the quality of individual performance among Canadian athletes. The First Canadian Winter Games, held in Quebec City in February, 1967, were judged to be highly successful and these plus the First Summer Games will do much to establish the basic pattern for future Canada Games.

The permanent policy agency responsible for the Canada Games is the Canada Games Council comprising representatives from the National Advisory Council on Fitness and Amateur Sport, the Canadian Amateur Sports Federation, this Directorate and the provincial fitness directors. The Games Council has prepared a handbook for the guidance of cities interested in hosting future Games which outlines basic policies and organizational procedures.

There is every indication that the Canada Games will be one of the most important on-going amateur sports events in the country both as a means of providing quality facilities in host areas and as a means of developing athletes and sports programmes.

#### HOCKEY CANADA

The question of how Canada can provide her strongest representative team for world and Olympic competitions has been one of major concern for several years. Due to this concern and because of the investigations of the Task Force on Sports, the Minister of National Health and Welfare called a meeting in December, 1968, between representatives of the amateur and professional hockey governing bodies, the federal government, Task Force and several, selected individuals.

As a result of this meeting, an independent organization, Hockey Canada, was formed with the sole responsibility of operating a national team to represent Canada in international competitions. This organizational meeting was followed by a federal government grant of \$200,000 to finance the national team programme for the 1968-69 fiscal year. Subsequently a formal agreement was reached with the Canadian Amateur Hockey Association in which the responsibility for the National Team Programme was transferred from the Canadian Amateur Hockey Association to Hockey Canada.

#### TASK FORCE ON SPORTS

As noted, the Fitness and Amateur Sport programme has reached a kind of plateau after seven years of operation. Questions relating to Canada's successes in international competitions, facility needs at the local level and problems relating to the administration of amateur sports in Canada were coming increasingly to the fore. In addition, it was felt essential that the federal government re-evaluate its role relative to amateur sport in the light of present and anticipated needs and conditions.

In the light of these concerns the Prime Minister announced the appointment of a three-member Task Force in July, 1968 with the following terms of reference:

To enquire into and report to the government on:

- 1) The prevailing concepts and definitions of both amateur and professional sport in Canada and the effect of professional sport on amateur sport.
- 2) The role of the federal government in relation to non-governmental national and international organizations and agencies in promoting and developing Canadian participation in sport.
- 3) The ways in which the government could improve further the extent and quality of Canadian participation in sport both at home and abroad.

The members of the Task Force comprised Mr. W. Harold Rea, Chairman, Miss Nancy Greene and Dr. Paul Des Ruisseaux. The cabinet requested that the Task Force submit its final report to the Minister of National Health and Welfare.



## XIX OLYMPIAD

The Canadian Olympic Association is the responsible body for Canada's participation in Olympic Games. In October, 1968, 144 athletes represented this country in Mexico City by competing in thirteen different sports. Team management, coaching, medical and administrative services were provided by a group of thirty-four officials.

Federal grants of \$73,485 were made to the Canadian Olympic Association to assist in sending the athletes to the Games which constituted about 20% of the Canadian Olympic Association's total expenditure. The balance of the funds was obtained from industry, provincial and local governments and the public.

Altitude training was the most serious problem encountered during preparations for these Olympics which were held at an altitude of 7,300 feet above sea level. In 1965, 1966 and 1967 Canada sent various teams composed of athletes, coaches and experts in sports medicine to Olympic trials in Mexico City to augment studies of high altitude training and competition. As a result, a graduated system of training was scheduled for Canadian athletes depending on the endurance requirements of the various events. A minimum of two weeks altitude training was provided for sprinters, three weeks for several of the team games while the majority of the athletes received four weeks of this training. The altitude training periods were held in such centres as Banff, Mexico, Flagstaff, Arizona and the French Pyrenees.

In these Olympic Games the Canadian Equestrian Team won the Gold Medal in the Prix de Nations team jumping event. Miss Elaine Tanner won silver medals in the 100 metre backstroke and 200 metre backstroke and Ralph Hutton won the silver medal in the 400 metre freestyle. The Canadian girls' swimming team won the bronze medal in the 400 metre freestyle relay. The total of five medals placed Canada twenty-third among nations receiving one or more medals. This compares with one gold, two silver and one bronze won by the Canadian team in the preceding Olympics in Tokyo in 1964.

## INDIAN AND ESKIMO PARTICIPATION IN AMATEUR SPORT

A special project, initiated in 1967-68, relating to the psycho-sociological aspects of Indian and Eskimo participation in strenuous physical activities was continued during 1968-69. The programme concentrates on cross-country skiing and approximately two hundred individuals are involved. During the past winter, a team of nine young Indians and Eskimos competed successfully in a series of European cross-country ski meets.

In the fiscal year under review, assistance was also given for an instructional programme in swimming and water safety in the Northwest Territories. This project involved the use of a river barge equipped with a swimming pool which could be moved from community to community during the Summer season.

## NATIONAL FITNESS INCENTIVE AWARD

At the conclusion of Centennial Year, Cabinet requested this Department to undertake a programme designed to succeed



the Centennial Athletics Award programme. A committee of the National Advisory Council was appointed and a series of meetings held with Directorate personnel, provincial representatives and members of the Research Committee of the Canadian Association for Health, Physical Education and Recreation.

As a result, a three-phase National Fitness Incentive Award Plan was developed to go into operation at one year intervals beginning in the Fall of 1969. The first phase will involve children and youth ages 7 to 17, the second phase, adults up to about age forty, while the third phase will be based on sports skill tests. The test batteries being used for the Incentive Award are being designed by the Research Committee of the Canadian Association for Health, Physical Education and Recreation.

The basic objectives of the Award Plan is to encourage a nation-wide interest in fitness through participation in a continuous and measurable programme.

The Fitness and Amateur Sport Directorate has assumed responsibility for the administration of the Plan in cooperation with provincial fitness directors. A National Fitness Award Council comprising representatives of the National Advisory Council, Directorate, the provinces and the Research Committee of C.A.H.P.E.R. will evaluate and recommend changes in policies and procedures as necessary.

#### OTHER PROGRAMME HIGHLIGHTS

##### BOXING

In 1966 the Advisory Council recommended that federal government support to amateur boxing be suspended until certain improvements were made with respect to a wider base of effective leadership, adequate supervision of training and competition, safeguards against injury and changes in the rules.

Following an extensive study of the boxing situation in Canada by Dr. W.A.R. Orban of the University of Ottawa, and the implementation of several significant improvements, Council recommended in November, 1968 that federal support for the training of coaches and officials be re-established. The Council further recommended that the Directorate maintain a watching brief for one year on continued improvements in amateur boxing and to report back to Council at the end of that time.

#### GRANTS TO NATIONAL ORGANIZATIONS

Grants totalling one million four hundred thousand dollars were made to assist national sports governing bodies and recreation associations during the year. Essentially federal funds are based on the principle of self-help and grants are designed to encourage the strengthening of administrative structures, expand the quality and quantity of leadership and to develop programs.

Ways in which federal grants were used to assist national sports governing bodies and recreation agencies are illustrated by the following examples. More complete details are shown in Table I of the Appendix.

## NATIONAL CHAMPIONSHIPS

Thirty-five national sports governing bodies received grants to stage national championships in 43 sports activities. For example, the Amateur Athletic Union of Canada received \$20,882 to assist in holding championships in fencing, gymnastics, handball and wrestling. The Canadian Amateur Swimming Association received \$30,000 to conduct its national championships in swimming, diving; water polo and synchronized swimming and the Canadian Soccer Football Association received \$18,620 to assist in its championships.

In all, \$265,807 was expended for national championships compared with \$255,201 in the previous fiscal year.

## LEADERSHIP TRAINING

Federal funds expended in support of training programmes continued to increase during 1968-69. National associations received a total of \$562,336 for this purpose as compared with \$513,105 in 1967-68.

Leadership training has received increasing emphasis since the enactment of the Fitness and Amateur Sport Act in 1961. The organization concerned and the federal government feel that the availability of competent coaches and leaders is one of the most important aspects of programme development. There is no doubt that the activity in leadership training made possible by federal government assistance has had a positive effect in increasing the quality and quantity of coaches and leaders in most amateur sports.

In all 32 sports and thirteen national programme operating agencies received federal support for leadership training projects in 1968-69.

## ADMINISTRATION

Proper administrative resources and procedures have long been recognized as one of the basic requirements for an efficient amateur sports governing programme. The need for administrative assistance has resulted in federal grants totalling more than \$400,000 since 1965 when the government first provided assistance specifically for this purpose.

During 1968-69, \$127,223 was expended to national sports governing bodies to assist them in meeting general office expenses, strengthening administrative procedures and contributing to the cost of executive members attending annual meetings. This compares with federal aid of \$135,765 for this purpose in the previous fiscal year.

## GRANTS TO PROVINCES

1968-69 was the second year of the current three-year federal-provincial agreement. Under this agreement one million dollars is made available annually to the provinces with each province or territory eligible to receive a basic amount of \$35,000 and the remainder being distributed according to population. All provinces and territories received funds under this programme in 1968-69.

Through this programme the federal government pays 60% of the cost of approved provincial projects while the province pays the remaining 40%. The only exceptions are undergraduate scholarships and bursaries awarded to students in physical education and recreation. These recipients are nominated by the provinces and the Department pays the full cost.



In addition to these undergraduate scholarships and bursaries the majority of federal funds are used to support such projects as leadership training, recreation and amateur sports programmes, provincial competition, conferences and provincial administration.

The federal-provincial sector provides the basic means through which the Fitness and Amateur Sport Programme reaches local levels of participation. In the early years of the programme, only portions of the allocation were used by the provinces. For example, in 1962-63, the first year the federal-provincial programme was in operation under the new Act, the expenditure was \$355,781. In 1968-69 the expenditure was \$957,543. Supplementary grants were made to six provinces to fully utilize the total federal-provincial allotment. Comparative details are shown in Table IV of the Appendix.

At the present time all provinces can boast of expanded programmes when compared with the past seven years. Part of this growth is due to provincial initiative and resources but federal assistance has also played an important role, especially in provinces with more limited resources. It should also be noted that among some of the larger provinces, the federal assistance available represents only a small percentage of total expenditures on fitness, recreation and amateur sport projects.

#### SCHOLARSHIPS AND FELLOWSHIPS

The purpose of this programme was to assist in the continued improvement of the professional competence of Canadian physical education teachers and recreation leaders. During 1968-69, 130 awards were made involving an expenditure of \$231,988. This compares with 140 awards and an expenditure of \$240,726 for 1967-68. Among this year's recipients, thirty-nine are working on doctoral degrees, eighty-four on master's degrees and seven are on special fellowships.

Since the beginning of this programme in 1962-63 a total of seven hundred and twenty five persons have received post-graduate scholarships and fellowships. The recipients have come from every province and are working in every province.

All applications for awards were reviewed by a Scholarship Committee. The Committee consisted of representatives of the National Advisory Council on Fitness and Amateur Sport, University physical education faculties, the Directorate and the provinces.

As previously noted, undergraduate scholarships and bursaries for students enrolled in a degree course in physical education or recreation are awarded under the provincial programmes. The provinces make the selections and the federal government meets the costs. In this fiscal year, seven hundred and eighty seven awards were made compared to seven hundred and forty two in 1967-68. As shown in Table VI of the Appendix, the total expenditure was \$165,264 for this year and \$173,850 for last year. Since 1962-63, three thousand six hundred and five awards have been made with the total expenditure being \$901,729.

#### FITNESS RESEARCH

The fitness research programme is designed to encourage and financially assist investigations into problems related to



fitness and sport. Grants are made to assist individual research projects and have helped to operate three university research units. These units concluded a five year agreement with the federal government during this fiscal year. These agreements have not been renewed as the research programme has been placed entirely on a project basis.

The Research Review Committee is comprised of a group of leading Canadian scientists, chaired by a member of the National Advisory Council on Fitness and Amateur Sport. It reviews all applications and makes recommendations as well as playing a vital role in the total fitness research programme.

During the year, twenty individual research projects were assisted by an expenditure of \$195,367. An additional sum of \$120,031 was granted to the research units at the universities of Alberta, Montreal and Toronto. This total of \$315,398 compares with \$449,619 expended during 1967-68 and a more detailed breakdown of the research grants is shown in Table VII of the Appendix.

#### INFORMATION - EDUCATIONAL MATERIALS PROGRAMME

The information Education Materials Programme has two functions. The first has as its objective the dissemination to the Canadian Public of information relating to the Fitness and Amateur Sport Programme and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles are written for various magazines and journals. Displays are prepared and exhibited at national events which feature sports and recreational activities. A clearing house service is maintained for information on fitness, recreation and amateur sport programmes in Canada. A calendar of national sporting events is published three times a year listing the locations and dates of clinics, championships, annual meetings and international events attended by Canadians. From time to time, radio programmes are prepared and study is now being given to the use of television in relation to the programme.

The second function of this segment of the programme is the provision to the public of printed instructional materials, films and filmstrips of a technical nature designed to assist in the promotion and instruction of various fitness, recreation and amateur sport activities.

During 1968-69 films on volleyball and synchronized swimming were completed. Two fitness guides, one for youth and one for adults, entitled "Get Fit - Keep Fit" have been well received and upwards of 300,000 copies have been distributed since their publication in 1968. The booklets were prepared by a joint committee of the Canadian Medical Association and the Canadian Association for Health, Physical Education and Recreation. Three more charts in the series of track and field instructional charts were completed and this completes the series of twelve. A brochure entitled, "Information Material - Visual Training aids" was published which lists all publications and films produced for the Directorate in recent years. A manual on Water Sports entitled, "Get Wet" was completed and work progressed on several additional manuals which are in various stages of production.

The Canadian Documentation Centre functions as an integral part of the Fitness and Amateur Sport Information Programme. It is a combined archives and library housing technical and historical information on fitness, recreation and amateur sport and its services are available across the country.

## CONSULTANT SERVICES

The primary responsibility of the consultant services involves a close working relationship with some seventy national organizations conducting the many sports and recreational programmes which currently receive federal support. This includes advice on the continuing programmes of the associations and assessment of projects for which federal assistance has been provided. In this way the consultants provide a direct link between the federal government and the sports and recreation programmes being conducted across the country.

As these associations continue to expand their programmes and as they continue to undertake more long-range development plans, the consultants are increasingly called upon for technical and advisory assistance. Their knowledge of the broad spectrum of needs and developments in recreation and amateur sport in Canada provide a valuable background which can be applied to the specific plans and problems of each organization.

## NATIONAL ADVISORY COUNCIL ON FITNESS AND AMATEUR SPORT

The National Advisory Council continued to carry out its advisory responsibilities to the Minister regarding the Fitness and Amateur Sport Programme. During 1968-69 Council met twice in Ottawa in June and at Montbello, Quebec in November.

Appointments to Council were made twice during the fiscal year -- nine members were appointed in October and an additional nine in March.

Among the March appointments was the new Chairman of Council, Philippe de Gaspé Beaubien who replaced Dr. W. J. L'Heureux who retired at the end of 1968. A list of current Council members is appended.

NATIONAL ADVISORY COUNCIL

on

FITNESS AND AMATEUR SPORT

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Chairman: Mr. Philippe de Gaspé Beaubien, Montreal

Members:

Newfoundland:	Mr. Matthew Foster, St. John's
Prince Edward Island:	Mr. Robert Simmonds, Montague
Nova Scotia:	Mr. Robert Hayes, Halifax Dr. John E. MacDonell, Antigonish
New Brunswick:	Mr. Vance Toner, Moncton
Quebec:	Mr. Jean Béliveau, Longueuil Mr. Charles R. Bronfman, Montreal Mr. André Charron, Montreal Mr. Roland Lacroix, St. Marie de Beauce Dr. Marc Laplante, Montreal Mr. Ronald Leveillé, Montreal Mr. Jacques Normandin, Verdun Mr. Guy Suzor, Shawinigan
Ontario:	Dr. J.H. Ebbs, Toronto Mr. Roger Jackson, Toronto Mr. Bruce Kidd, Toronto Mr. J. Ross LeMesurier, Toronto Mr. Carl Madgett, Brampton Mr. John Pelech, Hamilton Mrs. Marilyn Savage, Scarborough Mr. Jan Waldauf, Islington
Manitoba:	Mr. James Daly, Winnipeg
Saskatchewan:	Dr. Patricia Lawson, Saskatoon
Alberta:	Dr. Richard DuWors, Calgary Mr. Donald McColl, Edmonton
British Columbia:	Rev. Father David Bauer, Vancouver Mr. Robert Hutchison, Victoria Mr. Erwin Swangard, Vancouver





TABLE 1  
FITNESS AND AMATEUR SPORT PROGRAM

Federal Grants expended by National Sports Governing Bodies  
on Programs or Events held during the fiscal years 1967-68 and 1968-69

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69
National Sports Governing Bodies	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Canadian Olympic Association											30,000	30,000
- participation in '68 Winter Olympics											32,785	73,485
- participation in '68 Summer Olympics											22,000	14,990
Amateur Athletic Union of Canada											15,914	14,990
- Boxing											NI 1	NI 1
- Fencing	4,276	4,257			6,212	1,290	25,080				35,568	5,547
- Gymnastics	8,589	6,429			4,125	17,326					12,714	23,755
- Handball	6,025	3,070	835		3,125	967					9,985	4,777
- Weightlifting	2,914					5,228					2,914	5,228
- Wrestling	12,856	7,126			6,140	14,600	300	3,200			19,296	24,926
Alpine Club of Canada						2,071	23,000				23,000	2,621
Canadian Amateur Basketball Association	12,639	17,324			7,003		3,970				27,024	20,578
Canadian Amateur Bobsleigh Association	740	640									1,460	3,920
Canadian Amateur Hockey Association											122,200	200,000
Canadian Amateur Ski Association	25,705		10,000		112,200	164,000	17,200				130,794	198,217
Canadian Amateur Softball Association	12,595	10,924	7,660		69,479	7,821	1,347				14,719	23,325
Canadian Amateur Speedskating Association	1,516	2,216	2,449		3,034						8,660	5,652
Canadian Amateur Swimming Association					1,526						3,142	9,031
- Swimming											38,189	24,817
- Diving	11,987	18,455			21,102	5,280	5,100				NI 1	5,481
- Synchronized		4,941				540					6,479	9,675
- Water Polo	2,847	3,554			6,479	3,447					5,468	6,462
Canadian Archery Association	3,592	5,422	3,314		2,621	2,600	1,300				9,113	13,824
Canadian Association of Amateur Oarsmen	6,453	3,263			2,972		100,000				110,885	4,570
Canadian Badminton Association	16,982	12,071			9,909	9,993	14,092				43,042	30,761
Canadian Canoe Association	6,073	11,561			2,912	5,620					9,581	28,698
Canadian Cricket Association	4,039	786	200			1,788	1,351	10,000			6,704	4,621
Canadian Field Hockey Association		4,468				1,181	8,380				9,558	10,898
Canadian Figure Skating Association	6,210	3,492			35,000	10,100		15,000			45,310	38,579

TABLE 1 (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69
Canadian Intercollegiate Athletic Union	\$ 21,258	\$ 25,922	\$ 6,600	\$ 1,100	\$ 7,500		\$ 16,200		\$ 1,720	\$ 2,616	\$ 29,578	\$ 28,538
Canadian Kodakan Black Belt Association	4,755	7,147			6,141				1,157	1,000	13,412	9,247
Canadian Lacrosse Association		6,097							1,948	3,000	24,289	14,768
Canadian Ladies Golf Association	1,060	2,382	947	2,855	5,671		5,205		334	2,475	2,007	5,237
Canadian Lawn Bowling Council	3,009	2,714					1,300		1,599	2,005	8,548	2,714
Canadian Lawn Tennis Association	2,343	6,115	3,985	3,394					1,680	2,005	9,227	11,984
Canadian Soccer Football Association	9,085	18,620		578	10,174	3,324			1,079	1,954	20,939	23,949
Canadian Table Tennis Association		2,763	1,932		19,736	6,355			2,155	2,804	3,011	5,295
Canadian Volleyball Association		7,821								1,560	41,535	16,980
Canadian Water Ski Association	19,644	2,963		2,434			35,000			1,812	38,388	6,957
Canadian Wheelchair Association	3,388	4,818		5,000			17,475			1,532	17,475	11,630
Canadian Wheelmen's (Cycling) Association	3,786	4,258			726	750			1,340	1,831	5,852	6,540
Canadian Women's Field Hockey Association		4,121			14,634	5,551			1,400	1,831	16,034	11,503
Canadian Yachting Association	1,101	2,447		1,166	10,000	7,467	47,900	10,000	1,849	2,691	60,850	21,080
National Federation of Amateur Baseball		7,268			4,781	17,442			1,754	2,290	4,781	9,959
Canadian Amateur Football Association					10,853						12,607	19,732
Royal Canadian Golf Association		2,728	1,574	4,095							1,574	6,823
Rugby Union of Canada	5,209	4,640				6,435	3,000		1,108	1,887	9,317	12,962
Shooting Federation of Canada	1,452	1,953	2,118			2,191	13,230		855	1,039	17,655	4,144
Canadian Team Handball Association		1,476			1,000	9,906					Nil	2,515
Canadian Horse Show (Equestrian) Association		1,873				3,256					1,000	11,779
Parachute Club of Canada	1,145			7,416							1,145	12,964
Canadian Track & Field Association	30,019	24,480		11,328	7,650	16,111	42,568			11,574	80,237	63,993
National Karate		190				972				1,086		2,248
Canadian Pony Club						2,053				959		3,012
Canadian Skiing Association											130,794	198,217
TOTAL	255,201	265,807	124,046	17,594	278,006	344,686	382,998	39,017	95,483	127,223	1,216,025	1,150,991

\* Grants to this body previously made to Amateur Athletic Union of Canada

- Specific areas of expenditure not yet determined - generally Alpine, Cross Country, Jumping, Technical, Administration



TABLE II  
FITNESS AND AMATEUR SPORT PROGRAMME

COMPARATIVE STATEMENT OF FEDERAL GRANTS EXPENDED BY NATIONAL AGENCIES ON PROGRAMMES OR EVENTS  
HELD DURING THE FISCAL YEARS 1967-68 and 1968-69

NATIONAL AGENCIES OPERATING PROGRAMMES AND PROFESSIONAL ASSOCIATIONS	TRAINING PROGRAMMES		ADMINISTRATION		TOTALS	
	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69
Federation of Silent Sports	\$	\$	\$	\$	\$	\$
Association Canadienne des Centres de Loisirs	14,484	18,810	10,856	3,949	25,340	3,949
Boys' Clubs of Canada	9,000	9,109	-	11,000	9,000	29,810
Boy Scouts of Canada	4,718	22,918	-	-	4,718	9,109
Canadian Amateur Sports Federation	-	-	5,345	5,500	5,345	22,918
Canadian Camping Association	17,697	14,056	1,172	2,102	18,869	16,158
Guides Catholiques du Canada	-	3,557	-	-	-	3,557
Royal Canadian Legion	55,476	57,722	-	-	55,476	57,722
Scouts Catholiques du Canada	15,000	20,000	-	-	15,000	20,000
Association of Canada Underwater Council	3,514	-	1,495	-	5,009	-
Canadian Council of Y.M.H.A.'s and Jewish Community Centres	9,460	-	-	-	9,460	-
Royal Life Saving Society	-	12,950	1,300	1,300	1,300	14,250
Young Men's Christian Association	13,242	12,718	-	-	13,242	12,718
Young Women's Christian Association	27,008	27,710	-	-	27,008	27,710
Duke of Edinburgh's Award of Canada	8,066	11,300	-	-	8,066	11,300
Girl Guides of Canada	-	6,800	-	-	-	6,800
Canadian Association for Health, Physical Education and Recreation	5,953	12,256	15,000	10,500	20,953	22,756
TOTAL	183,618	229,906	35,168	34,351	218,786	264,257

TABLE FIF  
SPECIAL PROJECTS OR PROGRAMS ASSISTED  
UNDER THE FITNESS AND AMATEUR SPORT PROGRAM  
DURING 1968-69

ORGANIZATION	PREVIOUS YEARS			1968-69
	1965-66	1966-67	1967-68	
Canada Games Society (First Canadian Summer Games 1969)	\$ NIL	\$ NIL	\$ 340,000	\$ 381,219
First Canadian Winter Games Corporation	347,500	352,500	14,681	---
Task Force	---	---	---	65,000
1967 Pan American Games Society	220,000	1,902,604	NIL	98,874
Department of National Defence Support services to Pan American Games Society	NIL	NIL	107,158	58,522
University of Ottawa (Canadian Documentation Centre)	31,948	17,730	20,000	---
Territorial Experimental Ski training program	NIL	NIL	23,891	25,000
Instructional program in swimming and water safety in the Northwest Territories	NIL	NIL	11,500	25,500
TOTAL	599,448	2,272,834	525,230	589,115

TABLE IV  
 ALLOCATIONS AND GRANTS  
 UNDER FEDERAL-PROVINCIAL FITNESS AND AMATEUR SPORT PROGRAM  
 1967-68 - 1968-69

PROVINCE	ALLOCATION		GRANTS	
	1967-68	1968-69	1967-68	1968-69
	\$	\$	\$	\$
Newfoundland	49,687	49,113	27,571	46,523
Prince Edward Island	38,166	38,092	23,299	30,007
Nova Scotia	57,250	56,367	56,860	55,554
New Brunswick	53,351	52,515	53,193	52,515
Quebec	202,448	201,156	NIL	201,156
Ontario	235,281	238,886	210,402	211,289
Manitoba	63,114	62,215	63,114	62,205
Saskatchewan	62,937	61,962	62,055	61,962
Alberta	77,683	77,481	77,683	77,480
British Columbia	88,881	90,948	86,216	87,596
Northwest Territories	35,762	35,843	35,762	35,762
Yukon	35,440	35,422	32,797	35,494
	\$1,000,000	\$1,000,000	\$728,952	\$957,543
Supplementary Grants to:				
Newfoundland	30,000	32,570	30,000	32,570
P.E.I.	10,000	26,806	10,000	26,806
New Brunswick	15,000	7,650	15,000	7,650
Manitoba	18,000	---	18,000	---
Ontario	---	26,911	---	26,911
Alberta	12,000	42,000	12,000	42,000
	\$1,085,000	\$1,135,937	\$813,952	\$1,093,480

NOTE: While most provinces conducted programs to the full extent of their fitness and amateur sport budget, the above figures only reflect the total claims submitted by the end of the fiscal year.



TABLE V

SCHOLARSHIPS AND FELLOWSHIPS AWARDED TO POSTGRADUATE  
STUDENTS UNDER THE FITNESS AND AMATEUR SPORT PROGRAM  
1967-68 - 1968-69

TYPE OF AWARD	1967-68		1968-69	
	No.	Amount	No.	Amount
Master's Level		\$		\$
- Short Term	43	40,800	41	28,150
- Full Year @ \$2,000	49	98,000	41	82,000
- Full Year @ \$1,000	2	2,000	2	2,000
- Travel Allowance		3,934		2,554
Sub-Total	94	144,734	84	114,704
Doctorate Level				
- Short Term	13	13,300	7	7,150
- Full Year	32	64,000	32	61,750
- Full Year with \$500 Dependent's Allowance	28	14,000	24	12,000
- Travel Allowance		3,054		2,834
Sub-Total	45	94,354	39	83,734
Post Doctoral and Special Fellowships	1	1,638	7	33,550
Grand Total	140	240,726	130	231,988

TABLE VI

UNDERGRADUATE SCHOLARSHIPS AND BURSARIES  
1968-69

Province	Type	Award No.		Amounts		Total No. Awards		Total Amounts	
		1967-68	1968-69	1967-68	1968-69	1967-68	1968-69	1967-68	1968-69
Newfoundland	Scholarships	--	--	--	\$	36	1	\$	\$
	Bursaries	36	1	6,275	400	--	--	6,275	400
Prince Edward Island	Scholarships	2	3	1,000	1,500	18	40	7,300	14,100
	Bursaries	16	37	6,300	12,600	--	--	--	--
Nova Scotia	Scholarships	2	3	1,000	1,250	120	91	22,350	13,750
	Bursaries	118	88	21,350	12,500	--	--	--	--
New Brunswick	Scholarships	2	2	1,000	1,000	22	16	6,950	4,850
	Bursaries	20	14	5,950	3,850	--	--	--	--
Quebec	Scholarships	--	--	--	--	--	--	--	--
	Bursaries	--	--	--	--	--	--	--	--
Ontario	Scholarships	11	9	5,300	2,011	344	475	77,525	81,064
	Bursaries	333	466	72,225	79,053	--	--	--	--
Manitoba	Scholarships	--	--	--	--	40	47	7,000	7,000
	Bursaries	40	47	7,000	7,000	--	--	--	--
Saskatchewan	Scholarships	40	19	12,100	8,300	58	42	20,500	19,200
	Bursaries	18	23	8,400	10,900	--	--	--	--
Alberta	Scholarships	10	1	2,700	500	58	34	12,600	10,000
	Bursaries	48	33	9,900	9,500	--	--	--	--
British Columbia	Scholarships	16	16	8,000	8,000	46	40	13,350	14,400
	Bursaries	30	24	5,350	6,400	--	--	--	--
Northwest Territories	Scholarships	--	--	--	--	--	--	--	--
	Bursaries	--	--	--	--	--	--	--	--
Yukon	Scholarships	--	--	--	--	--	--	--	--
	Bursaries	--	--	--	500	--	1	--	500
		--	1	--	--	--	--	--	--
TOTALS	Scholarships	83	53	31,100	22,561	742	787	173,850	165,264
	Bursaries	659	734	142,750	142,703	--	--	--	--
		742	787	173,850	165,264	742	787	173,850	165,264

TABLE VII

RESEARCH GRANTS AWARDED  
UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1967-68 - 1968-69

Name	1967-68	No. of Projects	1968-69	No. of Projects
	\$		\$	
University of British Columbia	10,707	1	3,015	1
Simon Fraser University	6,933	2	11,000	2
University of Alberta	* 117,550	6	57,585	2
University of Saskatchewan	36,190	2	41,797	4
University of Manitoba	23,247	2	18,000	1
University of Western Ontario	26,900	1	16,000	1
University of Guelph	--	--	5,000	1
York University	5,831	1	--	--
University of Toronto	* 94,078	2	73,786	2
Queen's University	10,927	1	5,177	1
University of Ottawa	--	--	26,682	1
University of Montreal	* 50,000	--	20,031	--
Institute of Cardiology	18,260	1	--	--
McGill University	12,495	1	25,442	2
Sir George Williams	2,866	1	--	--
Laval University	9,744	1	6,360	1
University of New Brunswick	--	--	6,123	1
North West Territories	23,891			
TOTALS	449,619	22	315,998	20

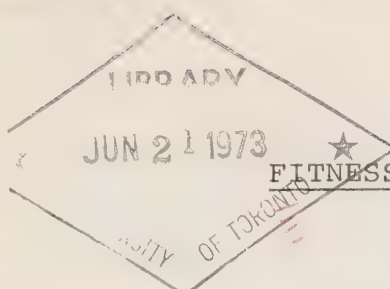
\* These figures include grants made to the Universities of Alberta, Toronto and Montreal for the purpose of operating research units. These research unit grants will terminate this year and grants have been received for the past five years as follows:

	1964-65	1965-66	1966-67	1967-68	1968-69	Totals
University of Alberta	43,043	50,000	50,000	65,000	50,000	258,043
University of Toronto	50,000	59,000	50,000	60,759	61,286	281,045
University of Montreal	24,109	25,000	25,000	50,000	20,031	144,140



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ANNUAL REPORTFITNESS AND AMATEUR SPORT PROGRAM1969-70

This fiscal year represented a period of study and review as far as Canada's Fitness and Amateur Sport Program was concerned. The Report of the Task Force on Sports for Canadians was tabled in the House of Commons in May. It was followed almost immediately by an in-depth study of the Program and its role in sport and recreation in Canada. This study was carried out by the Management Consulting firm of P.S. Ross and Partners and its final report was submitted to the Minister in November. In September a five-day conference on Leisure in Canada which was sponsored by the Department brought together some forty leaders with concerns for leisure at Montmorency, Quebec, to consider principles and objectives relative to government participation in this increasingly important field.

Three projects, combined with a continuing series of related discussions within the Department, have led to a series of major policy changes which the Minister announced on March 20th in his Proposed Sports Policy for Canadians.

Thus the Program reached a plateau in 1969-70. While appreciating that substantial progress had been achieved since its inception in 1961, it was also recognized that major changes in the program were necessary if the federal government was to play its most effective role in amateur sport and recreation.

Perhaps the highlight of the on-going program during the year was the success of the First Canada Summer Games held in Halifax and Dartmouth, Nova Scotia, in August. Approximately 2100 athletes from every province and territory competed in the fifteen scheduled sports. Of a somewhat more unique nature, the first Arctic Winter Games were held in March with athletes taking part from Alaska, Yukon and the Northwest Territories.

Details of these and other activities of the Fitness and Amateur Sport Program during 1969-70 are herein briefly outlined.

REPORT OF THE TASK FORCE ON SPORTS FOR CANADIANS

In July, 1968, at the request of Prime Minister Trudeau, a Task Force was established to investigate sports in Canada within the following terms of reference:

- (1) to report on prevailing concepts and definitions of both amateur and professional sport in Canada and the effect of professional sport on amateur sport;
- (2) to assess the role of the federal government in relation to non-governmental, national and international organizations and agencies in promoting and developing Canadian participation in sport; and
- (3) to explore ways in which the government could improve further, the extent and quality of Canadian participation in both sport at home and abroad.

Following a period of six months' intensive study and investigation, the Task Force reported to the Honourable John Munro in February, 1969. Its wide-ranging report covered nearly every segment of sport in Canada and contained fifty-eight specific recommendations. Nearly all of the recommendations have since been acted upon or are currently under study preparatory to possible action.

The members of the Task Force comprised W. Harold Rea, Chairman, Miss Nancy Greene and Dr. Paul DesRuisseaux.

#### A REPORT ON FITNESS, RECREATION AND AMATEUR SPORT IN CANADA

In June the government commissioned the management consulting firm of P.S. Ross and Partners to undertake a national study in the areas of physical fitness, recreation and amateur sport.

The objectives of the study were twofold: to describe and assess the total system and the population it serves while including as much information as possible on organization, programs, facilities, population characteristics, attitudes, gaps, and needs and, secondly, to recommend national objectives through which the role of the federal government in general and this Directorate in particular could be defined.

Due to the report of the Task Force on Sports, the greater part of the P.S. Ross report was devoted to the study of fitness and recreation, especially physical recreation.

The study consisted of three main elements:

1. Identifying and analyzing available studies, statistics and literature on fitness, recreation and amateur sport.
2. Conducting interviews and seminars across Canada with knowledgeable persons and groups.
3. Interpreting and analyzing the resulting information.

The final report was presented in two volumes. Volume I contained a description of the total system for recreation, fitness and amateur sport. Volume II dealt with the future, beginning with a discussion of trends, proceeding to questions of needs and finally sketching out the philosophic framework within which the total system might operate and ending with recommendations concerning the federal government and the Directorate.

The recommendations contained in this report have provided useful guides in the re-orientation of the Program and Directorate structure.

#### THE MONTMORENCY CONFERENCE ON LEISURE

This five-day Conference was held in September in an attempt to arrive at the formulation of principles and objectives which might serve as the basis for the development of policies and programs by the various levels of government as well as by public and private corporations and other groups engaged in the provision of free time opportunities. It also considered broad strategies which could lead to the achievement of these objectives.

The list of invited delegates included representatives of education, psychology, sociology, philosophy, economics, landscape architecture, social work, communications, government, labour, business and recreation.

The study sessions evolved around four basic position papers dealing with the philosophic issues, the actual situation in Canada, the influence of automation on our culture and the importance of physical environmental planning.

The Conference was a success. The delegates made a firm and enthusiastic commitment to take action on the recommendations which were adopted. The reports and proceedings which were subsequently prepared have created considerable interest by governments at all levels, by



agencies, organizations and educational institutions and by professionals in the field. It is fair to assume that the Conference will have a significant and lasting influence on the development of recreation in Canada.

#### A PROPOSED SPORTS POLICY FOR CANADIANS

As a result of the Task Force Report, the management consultant study, the Montmorency Conference on Leisure and considerable introspective thinking within the Department, several major changes were made in the Fitness and Amateur Sport Program.

These changes were announced by the Minister on March 20th in his Proposed Sports Policy for Canadians and it reflects the new policies being adopted in order for the government to more effectively carry out its role in relation to fitness, recreation and amateur sport.

Essentially the policy is based on two major aims: to effectively involve the greatest possible number of Canadians in sport and recreation activities and to upgrade the calibre of Canadian participation in international sports events.

In order for the federal government to properly play its role, several existing segments of the Fitness and Amateur Sport Program have been revised. No new applications for postgraduate scholarships and fellowships or for assistance in research projects will be accepted at least through 1970-71. This moratorium was declared to provide time for a detailed assessment of future federal involvements in these activities. The federal-provincial cost-sharing agreements which terminated on March 31st, 1970 will not be renewed. For the fiscal year 1970-71, \$500,000 is being made available to the provinces to assist them through this phasing out period. Future federal assistance to the provinces is still under study but in all likelihood will be provided for those projects and programs which have direct national significance.

The Proposed Sports Policy contains several new government ventures in sport and recreation. Instead of continuing across-the-board assistance to more than fifty national sports governing bodies and program-operating agencies, these organizations have been placed in two categories. Twenty-seven sports and six national associations have been placed in the first category and will be invited into a national sports administration centre to be established in Ottawa. These organizations will receive office space, secretarial and administrative help and up to \$12,000 annually to employ an executive director. In addition they will receive 100% of travel costs to annual national championships, annual and executive meetings and 75% of travel costs to selected world competitions. The twenty-two sports in the second category will receive administrative assistance from the centre and will have access to a common fund of \$100,000 for special projects. In most cases this will result in these organizations receiving as much or more support than they have received in the past.

Other proposals in the policy statement include:

1. Grants-in-aid to a limited number of Canadian athletes of international calibre who are pursuing or who wish to pursue a post-secondary educational program. Participation in intercollegiate athletic programs will have no bearing on receiving or retaining such an award.



2. The development of a Canada Olympics in the off-years between Canada Games. Under this plan national championships in several amateur sports would be held in one location at the same time. Such a program would have several advantages including improved media coverage, greater public interest and a means of improving local facilities in the host areas.
3. The start of negotiations with other appropriate federal departments on the formulation of a charitable tax deduction clause for donations to amateur sport groups. If such a clause becomes operative, it should do much to stimulate donations by individuals and by the business community..
4. Greater emphasis is being given to the establishment of promotion aspects of amateur sport and recreation activities. Active consideration is being given to the establishment of a technical advisory bureau of skilled communications people to assist sports governing bodies in general public relations and publicity techniques including promotional campaigns.

#### FIRST CANADA SUMMER GAMES

The First Canada Summer Games which were hosted by Halifax and Dartmouth, Nova Scotia from August 16th to 24th, 1969, were most successful. There is no doubt that they considerably enhanced the Canada Games concept and significantly contributed to its national prestige.

Some 2100 athletes from every province and territory competed in the fifteen scheduled sports. While Ontario won the provincial team championship, all provincial and territorial teams contributed to the success of the Games through their competitive zeal and sportsmanship.

National television coverage on both French and English networks amounted to some fifteen hours and the participation by the provinces and territories would indicate a tremendous impetus for amateur sport in Canada. This impetus is being reflected by the fact that several provinces have or will be holding provincial Games.

The federal government, through the Fitness and Amateur Sport Program, contributed \$827,939 to the operational costs and provided an additional \$300,000 towards capital costs. The province of Nova Scotia contributed \$300,000 and the host cities together contributed an additional \$300,000 so that the Games left a legacy of new and improved facilities to Halifax and Dartmouth valued at nearly \$1 million.

A further important legacy of the Games was the hundreds of persons who volunteered their services and whose training and experience because of the Games will be of inestimable value to future sports programs in Nova Scotia.

#### ARCTIC WINTER GAMES

The idea of an Arctic Winter Games originated during the First Canada Winter Games held in Quebec City in 1967. At that time the concept was discussed by the Commissioner for the Northwest Territories and the Member of Parliament for the Territories. They felt that sport in the Northwest Territories could be better developed if athletes from the Territories were permitted to engage in a level of competition more suited to their own standards and conditions. They also felt that those areas above the sixtieth parallel of latitude had some common sports events and could provide

each other with a similar calibre of competition. The Commissioner of the Yukon Territory and the Governor of Alaska were contacted and agreed to the principle of holding an Arctic Winter Games.

The basic purpose of the Games was to increase interest and participation in sports in the geographical region above the sixtieth parallel of latitude and to improve the quality of performance among the athletes residing in this region. For this reason rigid qualifying standards were not established and participation was encouraged by all athletes regardless of their level of ability.

The federal government, through the Fitness and Amateur Sport Directorate, contributed \$140,000 to the staging of the Games and the State of Alaska contributed \$60,000.

This unique sports festival was staged in Yellowknife in March, 1970. Eskimo games such as Seal Hook throwing and Drum Dancing enhanced the festival atmosphere while the hockey finals between the Yukon and Northwest Territories epitomized a sportsmanlike competitive spirit.

#### THE CROSS CANADA SPORTS DEMONSTRATION

The Cross Canada Sports Demonstration was conceived as a new approach to motivating Canada's program of physical activities. It featured a group of Canadian athletes led by Harry Jerome, all of whom with international and Olympic experience.

Since opening in Toronto in October, 1969, the group has visited nearly 300 schools from coast to coast performing before an audience estimated at 300,000 students, teachers and school authorities. In addition, the athletes have appeared on countless radio and television programs as well as at awards nights and other local meetings.

While there has been some criticism of the project, the overwhelming response has been favourable. To date some 5,000 letters have been received by the Department and the Demonstration has been the subject of extensive press coverage across the country.

In addition to federal government support, many Canadian firms donated time, funds, equipment and accommodations. Provincial Departments of Education and local school boards and officials provided excellent cooperation and assistance.

It is hoped that this experimental project will be the forerunner of future demonstration tours involving a wide range of athletes and activities.

#### HOCKEY CANADA

In accordance with the recommendations of the Task Force on Sports, Hockey Canada was established in 1969. Its two main functions are to support, develop, operate and manage a national team to represent Canada in international hockey competitions and to foster the playing of hockey in this country in all possible ways.

For 1969-70, the federal government authorized a grant of up to \$200,000 as a measure of interim financing until Hockey Canada could launch its own fund-raising campaign and become self-supporting.



A major source of initial self-support was expected to have been the proceeds from hosting the 1970 World Hockey Tournament in Montreal and Winnipeg. For reasons which have been well publicized, Canada withdrew from world hockey, as a result the tournament was awarded to Stockholm, Sweden.

Victory in international competition is one but by no means the sole objective of Hockey Canada. Of much broader significance is the promotion of an image and a program for hockey that will fit the aspirations and needs of Canadians.

#### CANADA FITNESS AWARD

Following the outstanding success of the Centennial Athletic Awards Program and requests from schools and Canadians for a similar program, the Canada Fitness Award has been developed for boys and girls 7 to 17 years of age to encourage a nation-wide interest in fitness through participation in a continuous and measurable program.

The Canada Fitness Award is based on six Fitness-Performance Tests which give an overall picture of general physical fitness condition. The norms by sex for each chronological age 7 to 17 years have been established for each of the six tests. These norms were developed by the research committee of the Canadian Association for Health, Physical Education and Recreation under a Fitness and Amateur Sport research grant.

The program kit will contain a teacher's manual, instructional wall chart, test record forms, large posters for hallway bulletin boards, small posters for classroom use and information flyers for the boys and girls to take home to their parents giving details on the program.

Attractive crests will be awarded on the basis of the degree of achievement. The average of any four out of six test items can be used to determine the appropriate award.

Those boys and girls who demonstrate superior achievement in all six tests will receive the Award of Excellence crest along with a certificate signed by the Rt. Hon. Pierre Elliott Trudeau, Prime Minister of Canada and the Hon. John Munro, Minister of National Health and Welfare.

Each boy and girl will receive a 'Personal Fitness Booklet' for their own individual yearly record. They will be able to keep track of their test scores and plot their percentile scores on a profile graph from year to year.

The program will be launched in September 1970 and is the first phase of a three-phase scheme. The second phase will be based on sports skill tests, while the third phase will be for adults.

#### INDIAN AND ESKIMO PARTICIPATION IN AMATEUR SPORT

A special project, initiated in 1967-68, relating to the psycho-sociological aspects of Indian and Eskimo participation in strenuous physical activities was continued during 1969-70. The program emphasizes cross-country skiing and over two hundred individuals are involved. Competing in various North American and European events, the best of these young skiers have fared extremely well and hopes are high that some of them will compete in the next Winter Olympics. The federal government contributed \$25,000 toward the costs of operating this Experimental Ski Training Program during the present fiscal year.



In 1969-70 assistance was also given for an instructional program in swimming and water safety in the Northwest Territories. A federal grant of \$25,000 was made to help defray the costs of installing a filtered, heated and staffed swimming pool on a river barge and for continuing the existing program with portable pools.

#### CANADIAN ACADEMY OF SPORTS MEDICINE

During the year the Department took the necessary initiative to establish the Canadian Academy of Sports Medicine.

This step was taken, in part, because of complaints received concerning the quality and quantity of medical services provided to Canadian athletes participating in international events. Assurances have been given to the Academy that the necessary assistance and finances will be provided to ensure that Canadian athletes will receive adequate medical and para-medical attention in future. In addition, the Department will provide appropriate medical personnel with the opportunity of attending courses, seminars and conferences in order to stay abreast of the latest developments in sports medicine.

#### GRANTS TO NATIONAL ORGANIZATIONS

Grants totalling \$1,953,616 were made to assist national sports governing bodies and program-operating agencies during the year. In all sixty-six organizations received federal aid.

Basically federal funds are based on the principle of self-help and grants are designed to encourage the strengthening of administrative structures, expand the quality and quantity of leadership and to develop programs.

Ways in which federal grants were used to assist national sports governing bodies and program-operating agencies are outlined in the following samples. Details are shown in Table I of the Appendix.

##### National Championships

During the year forty national sports governing bodies received grants totalling \$547,001 to assist in staging national championships. This included \$90,956 to the Canadian Track and Field Association, \$35,414 to the Canadian Volleyball Association and \$36,704 to the Canadian Intercollegiate Athletic Union. This total compares with a net expenditure of \$252,169 in 1968-69 for national championships.

##### Leadership Training

Federal funds expended in support of training programs continued to increase in 1969-70 over the preceding years. National associations received \$694,319 for this purpose compared with \$583,922 in the preceding year.

Leadership training has received strong emphasis since the establishment of the Fitness and Amateur Sport Program in 1961. The organizations concerned and the federal government feel that competent leadership is one of the most important keys to program development. There is no doubt that activity in leadership training made possible by federal assistance has had a positive effect in increasing the quality and quantity of coaches and leaders in most amateur sports and recreation programs.

A total of thirty sports and twelve program-operating agencies received federal aid for leadership training projects in 1969-70.

#### Administration

Effective administrative procedures have always been recognized as one of the basic requirements for an efficient amateur sports program. The need for administrative assistance has resulted in federal grants totalling almost \$500,000 since 1965 when the government first provided funds for this purpose.

During 1969-70, \$208,730 was granted to national sports governing bodies and program-operating agencies to assist them in meeting general office expenses, strengthening administrative procedures and contributing to the cost of executive members attending annual meetings. This compares with \$156,686 expended in the previous fiscal year.

#### GRANTS TO PROVINCES

The federal-provincial cost-sharing agreement which has been in existence for seven years was terminated at the end of this fiscal year. It was generally felt that this agreement, which was primarily intended to encourage and develop provincial involvement in amateur sport and recreation, had effectively served its purpose.

One of the clearest indications of this is the fact that at the beginning, in most provinces, the federal contribution represented almost 60% of the total budget for amateur sport and recreation. While the federal share has remained constant, the provincial contribution has increased in the majority of cases to the extent that the federal portion has become relatively minor. In addition it has become increasingly clear that the programs operated under the terms of the agreement were provincial in nature without necessarily relating to national objectives and programs.

Since national goals and objectives have been developed as a result of the P.S. Ross Study, the decision was reached, after consultation with the provinces, that a more effective use of available federal funds could be made by diverting them toward national programs in which the provinces would play a strong, supported role.

However, as most provinces had already made firm commitments for the 1970-71 fiscal year, it was decided to consider it as a phase-out period during which federal grants will be made available on a reduced basis to assist them in the transition process.

The details of this phase-out period and the identification of areas of future federal-provincial cooperation will be worked out in forthcoming joint meetings.

The amounts granted to the provinces during 1969-70 are listed in Table IV of the Appendix.

#### SCHOLARSHIPS AND FELLOWSHIPS

As a result of the review of the Fitness and Amateur Sport Program, it was decided to suspend at least temporarily new awards to postgraduate students in physical education and recreation. However, assistance was continued to those students who had already embarked on their studies with federal government assistance.

Thus, during the 1969-70 fiscal year, 106 awards were made for a total expenditure of \$222,258. This compares with 130 awards totalling \$231,988 in the previous year. Among this year's recipients, fifty-two are working on master's degrees and fifty-four on doctoral degrees. Further details are noted in Table V of the Appendix.

Undergraduate scholarships and bursaries for students enrolled in a degree course in physical education or recreation were awarded under the provincial programs. The provinces made the selections and the federal government met the costs. In 1969-70, three hundred and forty-five awards were made compared to seven hundred and eighty-seven in 1968-69. As shown in Table VI of the Appendix, the total expenditure was \$83,450 for this fiscal year as compared to \$165,264 for 1968-69.

The decline in numbers over the two year period is explained by the fact that the federal-provincial cost-sharing agreements were scheduled to terminate on March 31, 1970. Since funds allotted for these bursaries and scholarships are part of the federal allocation to the provinces, some provinces chose to use these funds for other purposes during this fiscal year.

#### FITNESS RESEARCH

Since the early years of the Fitness and Amateur Sport Program, assistance has been provided for research in the fitness field. Such grants have contributed significantly to the development of a corps of trained researchers in this field and to the establishment of good research facilities in many Canadian universities.

As part of the over-all review of the program and anticipated policy changes, the decision was made not to accept new research projects for support. However, assistance was continued to those projects in which the Department had a commitment. Thus in 1969-70, sixteen individual research projects were supported by a total expenditure of \$157,305. Universities of Toronto, Western Ontario and Alberta respectively, were aided for research during the year to \$217,005.

It is fully expected that research will soon resume its important role in the program once the new policies have been decided. It is also expected that more emphasis will be placed on research projects which have a direct practical application to some of the current problems facing amateur sport and recreation.

A more detailed breakdown of the research grants is shown in Table VII of the Appendix.

#### INFORMATION PROGRAM

This program has as its objective the dissemination to the Canadian public of information relating to the Fitness and Amateur Sport Program and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles are written for various magazines and journals. Displays are prepared and exhibited at national events which feature sports and recreation activities. A clearinghouse service is maintained for information on fitness, recreation and amateur sport in Canada. A calendar of national sports events is published three times each year listing the locations and dates of clinics, championships, annual meetings and international events attended by Canadians. From time to time radio programs and television clips are prepared on aspects of the program.



The Canadian Documentation Centre functions as an integral part of the Information Program. It is a combined archives and library housing technical and historical information on fitness, recreation and amateur sport. The services of the Documentation Centre are available across the country.

#### CONSULTANT SERVICES

The primary responsibility of the consultant services involves a close working relationship with some seventy national organizations conducting the many sports and recreational programs which currently receive federal support. This includes advice on the continuing programs of the associations and assessment of projects for which federal assistance has been provided. In this way the consultants provide a direct link between the federal government and the sports and recreation programs being conducted across the country.

As these associations continue to expand their programs and as they continue to undertake more long-range development plans, the consultants are increasingly called upon for technical and advisory assistance. Their knowledge of the broad spectrum of needs and developments in recreation and amateur sport in Canada provide a valuable background which can be applied to the specific plans and problems of each organization.

#### NATIONAL ADVISORY COUNCIL ON FITNESS AND AMATEUR SPORT

During 1969-70 the members of the National Advisory Council on Fitness and Amateur Sport met in Murray Bay in June, at the Canada Games in August, in Ottawa in December and again in March on the occasion of the Minister's Policy Presentation.

At its first meeting, Council resolved to phase-out its operations review committees and to orient its action exclusively towards policy recommendations and program planning in the fields of fitness, physical recreation and amateur sport. During the year, the members studied the various reports made to the Minister. They recognized the basis for a change. Mindful of the needs of the agencies and private enterprise in providing recreation to the public, Council undertook to formulate a short and long-term plan for the program to reach for national goals. The recommendations lead to the Policy for Action the Minister proposed to the nation on March 20th. Names of the 30 Council members are appended. Their appointments terminate with 1970.

NATIONAL ADVISORY COUNCIL  
on  
FITNESS AND AMATEUR SPORT

Chairman: Mr. Philippe de Gaspé Beaubien, Montreal.

Members:

Newfoundland:	Mr. Douglas Eaton, St. John's
Prince Edward Island:	Mr. Robert Simmonds, Montague
Nova Scotia:	Mr. Robert Hayes, Halifax, Dr. John E. MacDonell, Antigonish
New Brunswick:	Mr. Richard Dawson, Campbellton
Quebec:	Mr. Robert Bedard, Lennoxville Mr. Jean Beliveau, Montreal Mr. Andre Charron, Montreal Mr. Gaston Cloutier, Ste-Agathe-des-Monts Dr. Paul DesRuisseaux Mr. Marc Laplante, Montreal Mr. Jacques Normandin, Verdun
Ontario:	Mr. Perry R. Connolly, Toronto Dr. J.H. Ebbs, Toronto Mr. John A. Ferguson, Thunder Bay Mr. Carl J. Madgett, Bramalea Mr. Frank Newman, Windsor Mr. John Pelech, Hamilton Mr. James V. Rose, Niagara Falls Mrs. Marilyn Savage, West Hill Mr. Philip A. Tassi, Hamilton
Manitoba:	Prof. David F. Anderson, Winnipeg
Saskatchewan:	Prof. John Leicester, Saskatoon
Alberta:	Mr. Roger Bourbonnais, Edmonton Mr. Gordon Lyle Flynn, Medicine Hat
British Columbia:	Rev. Father David Bauer, Vancouver Mr. Brian D. Carter, West Vancouver Mr. E.A.S. Robertson, Vancouver







TABLE 1 (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1968-69	1969-70	1968-69	1969-70	1968-69	1969-70	1968-69	1969-70	1968-69	1969-70	1968-69	1969-70
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Canadian Kodakan Black Belt Ass.	7,174	9,992	1,100	3,080					1,000	1,536	9,274	14,608
Canadian Lacrosse Ass.	6,097	8,190	2,855		5,671	3,145			3,000	2,755	14,768	14,090
Canadian Ladies Golf Ass.	2,382	4,518				1,089				1,000	5,237	6,607
Canadian Lawn Bowling Council	2,714	4,430									2,714	4,430
Canadian Lawn Tennis Ass.	6,115	12,887	3,395	6,017	3,324				1,831	3,286	11,341	22,190
Canadian Soccer Football Ass.	12,534	22,740							2,005	2,982	17,863	25,722
Canadian Table Tennis Ass.	1,207		411	2,212					1,389	1,954	3,007	4,166
Canadian Volleyball Ass.	3,201	35,414	13,633	9,719	6,355	31,515			2,734	3,188	25,923	79,836
Canadian Water Ski Ass.	2,963	6,898	2,431	4,530		7,515			1,560	2,800	6,954	21,743
Canadian Wheelchair Sports Ass.	4,818	8,931	4,382	6,303					1,536	2,271	10,736	17,505
Canadian Cycling Ass.	3,999	12,574		6,960	750	3,580		536	1,532	3,014	6,281	26,664
Canadian Women's Field Hockey Ass.	4,121				5,420	5,500		1,354	2,670	3,936	12,211	10,790
Canadian Yachting Ass.	2,447	4,239	1,156	9,480	8,872	15,518	10,000	1,500		2,135	22,475	32,872
National Federation of Amateur Baseball	7,268	12,700						432		2,892	9,914	16,024
Canadian Amateur Football Ass.					17,440	24,528			2,646	2,300	19,730	26,828
Royal Canadian Golf Ass.									2,290		8,397	2,920
Rugby Union of Canada	2,728	2,920	4,095		6,435	2,842			1,574	2,162	11,044	13,365
Shooting Federation of Canada	3,339	8,361		7,845	2,191	12,474		4,447	1,270	1,573	4,144	47,245
Canadian Team Handball Ass.	1,953	20,906				1,547				1,647	2,515	6,624
Canadian Horseshow (Equestrian) Ass.	1,476	3,430							1,039	1,500	8,346	20,213
Sport Parachuting Club of Canada	1,609	1,786	5,177	15,427	1,560	1,500			2,292	2,450	10,868	10,425
Canadian Track & Field Ass.	33,304	4,756	5,618	1,306	2,958	1,913			11,517	20,000	66,204	142,080
National Karate	190	90,956	11,828	6,000	972	25,124			1,086	1,477	2,248	1,477
Canadian Pony Club					2,053	2,481			898	1,756	2,951	6,602
Kalev Estienne Modern Gymnastics		2,365		5,000								5,000
TOTAL	252,169	547,001	162,219	187,867	336,416	352,917	246,052	315,699	123,909	146,808	1,120,765	1,550,292

NOTE: 1 Specific Areas of expenditures not yet determined - generally Alpine, Cross-Country, Jumping, Technical Administration.

NOTE: 2 1968/69 Amounts are the net expenditures against the grant whereas gross amount of grants are used for 1969/70.

TABLE II

## FITNESS AND AMATEUR SPORT PROGRAM

Comparative Statement of Federal Grants Expended by National Agencies on Programs or Events  
Held During the Fiscal Years 1968-69 and 1969-70

NATIONAL AGENCIES OPERATING PROGRAMS AND PROFESSIONAL ASSOCIATIONS	TRAINING PROGRAMS		ADMINISTRATION		TOTALS	
	1968-69	1969-70	1968-69	1969-70	1968-69	1969-70
	\$	\$	\$	\$	\$	\$
Federation of Silent Sports (Note)		24,254	2,732	2,934	2,732	27,188
Association of Canadienne des Centres de Loisirs	23,605		11,000	11,000	34,605	11,000
Boys' Clubs of Canada	9,109	9,758			9,109	9,758
Boy Scouts of Canada	22,068	34,584			22,068	34,584
Canadian Amateur Sports Federation			5,500	13,712	5,500	13,712
Canadian Camping Association	14,056		1,745	6,450	15,801	6,450
Guides Catholiques du Canada	8,763	17,900			8,763	17,900
Royal Canadian Legion	57,723	67,433			57,723	67,433
Scouts Catholiques du Canada	20,000	29,270			20,000	29,270
Association of Canada Underwater Council		2,838		1,534		4,372
Canadian Council of YMHA's and Jewish Community Centres	5,007				5,007	
Royal Life Saving Society	12,950	23,900	1,300	1,292	14,250	25,192
Young Men's Christian Association	12,718	64,832			12,718	64,832
Young Women's Christian Association	22,149	41,470			22,149	41,470
Duke of Edinburgh's Award of Canada	11,300				11,300	
Girl Guides of Canada	28,058				28,058	
Canadian Association for Health, Physical Education & Recreation		9,899	10,500	15,000	10,500	24,899
Canadian Association for the Mentally Retarded		15,264				15,264
Canadian Council on Children and Youth				10,000		10,000
TOTAL	247,506	341,402	32,777	61,922	280,283	403,324

NOTE: Federation of Silent Sports - \$18,364 included in training programs was for International Competitions.



TABLE III

SPECIAL PROJECTS OR PROGRAMS ASSISTED UNDER THE FITNESS AND AMATEUR  
SPORT PROGRAM DURING 1969-70

ORGANIZATION	PREVIOUS YEARS			1969-70
	1966-67	1967-68	1968-69	
Canada Games Society (First Canadian Summer Games 1969)	\$ nil	\$ 340,000	\$ 381,219	\$ 413,420
First Canadian Winter Games Corporation	352,500	14,681	nil	nil
Task Force	nil	nil	65,000	nil
1967 Pan American Games Society	1,902,604	nil	68,874	nil
Department of National Defence Support Services to Pan American Games Society	nil	107,158	58,522	nil
University of Ottawa (Documentation Centre)	17,730	18,582	nil	nil
Territorial Experimental Ski Training Program	nil	23,891	25,000	25,000
Instructional Program in Swimming and Water Safety in the Northwest Territories	nil	11,500	25,500	25,000
Arctic Winter Games	nil	nil	80,000	30,000
Second Canadian Winter Games	nil	nil	nil	285,000
Garibaldi Olympic Development Association	nil	nil	nil	30,000
TOTAL	2,272,834	515,812	704,115	808,420

TABLE IV

ALLOCATIONS AND GRANTS  
UNDER FEDERAL-PROVINCIAL FITNESS AND AMATEUR SPORT PROGRAM  
1968-69 - 1969-70

PROVINCE	ALLOCATION		GRANTS	
	1968-69	1969-70	1968-69	1969-70
	\$	\$	\$	\$
Newfoundland	49,113	49,181	46,523	48,773
Prince Edward Island	38,092	38,047	30,007	36,331
Nova Scotia	56,367	56,134	55,554	56,134
New Brunswick	52,515	52,339	52,515	52,339
Quebec	201,156	200,137	201,156	200,137
Ontario	238,886	239,745	211,289	237,949
Manitoba	62,215	62,033	62,205	62,033
Saskatchewan	61,962	61,618	61,962	61,600
Alberta	77,481	77,849	77,480	77,683
British Columbia	90,948	91,643	87,596	90,512
Northwest Territories	35,843	35,859	35,762	35,859
Yukon	35,422	35,415	35,494	35,324
	1,000,000	1,000,000	957,543	994,674
Supplementary Grants to:				
Newfoundland	32,570	-	32,570	-
P.E.I.	26,806	-	26,806	-
New Brunswick	7,650	-	7,650	-
Manitoba	-	-	-	-
Ontario	26,911	-	26,911	-
Alberta	42,000	-	42,000	-
	1,135,937	1,000,000	1,093,480	994,674

NOTE: While most provinces conducted programs to the full extent of their fitness and amateur sport budget, the above figures only reflect the total claims submitted by the end of the fiscal year.

TABLE V

SCHOLARSHIPS AND FELLOWSHIPS AWARDED TO POSTGRADUATE STUDENTS  
UNDER THE FITNESS AND AMATEUR SPORT PROGRAM

TYPE OF AWARD	1968-69		1969-70	
	No.	AMOUNT	No.	Amount
<u>MASTER'S</u>				
Short-term Full Year Travel Allowance	41 43	28,150 84,000 2,554	52	96,750 1,842
Sub-total	84	114,704	52	98,592
<u>DOCTORATE</u>				
Short-term Full Year - with \$500 dependents' allowance Travel Allowance	7 32 24	7,150 61,750 12,000 2,834	54 39	102,790 19,500 1,376
Sub-total	39	83,734	54	123,666
<u>POST-DOCTORAL AND SPECIAL FELLOWSHIPS</u>				
TOTAL	130	231,988	106	222,258



TABLE VI

UNDERGRADUATE SCHOLARSHIPS AND BURSARIES1969-70

PROVINCE	AWARDS	AMOUNTS	TOTAL NO. AWARDS	TOTAL AMOUNTS
Newfoundland	Nil - Scholarships 1 - Bursaries	500.	1	500.
P.E.I.	2 - Scholarships 31 - Bursaries	1,000. 10,700.	33	11,700.
Nova Scotia	4 - Scholarships 103 - Bursaries	2,000. 11,550.	107	13,550.
New Brunswick	1 - Scholarships 12 - Bursaries	500. 3,400.	13	3,900.
Quebec	Nil - Scholarships Nil - Bursaries	-	-	-
Ontario	Nil - Scholarships Nil - Bursaries	-	-	-
Manitoba	Nil - Scholarships 54 - Bursaries	7,000.	54	7,000.
Saskathcewan	21 - Scholarships 30 - Bursaries	6,300. 13,800.	51	20,100.
Alberta	1 - Scholarships 36 - Bursaries	500. 9,400.	37	9,900.
British Columbia	22 - Scholarships 26 - Bursaries	11,000. 5,300.	48	16,300.
N.W.T.	Nil - Scholarships Nil - Bursaries	-	-	-
Yukon	Nil - Scholarships 1 - Bursaries	500.	1	500.
TOTALS	51 - Scholarships 294 - Bursaries	21,300. <u>62,150.</u> 83,450.	345	83,450.

TABLE VII

## RESEARCH GRANTS

AWARDED UNDER FITNESS AND AMATEUR SPORT PROGRAM  
1968-69 and 1969-70

NAME	NO. OF PROJECTS	1968-69 AMOUNT	NO. OF PROJECTS	1969-70 AMOUNT
University of British Columbia	1	3,015	2	22,666*
Simon Fraser University	2	11,000	2	15,000
University of Alberta	2	57,585	1	27,000*
University of Saskatchewan	4	41,797	3	46,385
University of Manitoba	1	18,000	1	12,993
University of Western Ontario	1	16,000	2	27,500*
University of Guelph	1	5,000	1	5,012
University of Toronto	2	73,786	1	17,197
Queen's University	1	5,177	1	9,073
University of Ottawa	1	26,682	1	14,928
University of Montreal (Unit)	1	20,031		
McGill University	2	25,442	2	13,069
Laval University	1	6,360		
University of New Brunswick	1	6,123	1	6,181
TOTAL	20	315,988	18	217,004

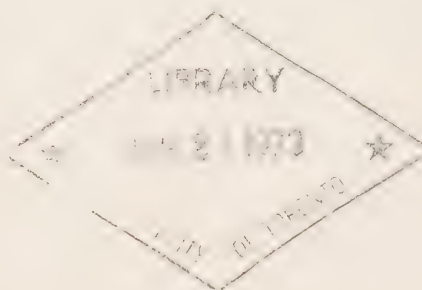
\* These figures include Research Associateships which were established at three universities for a three-year term.

ANNUAL REPORT  
FITNESS AND AMATEUR SPORT PROGRAM  
1970-71

This fiscal year presented a period of change and review as far as Canada's Fitness and Amateur Sport Program was concerned. Many of the recommendations outlined in the 1969 Report of the Task Force on Sport for Canadians were implemented during the year. In September a five-day conference on Leisure in Canada which was sponsored by the Department brought together some forty leaders with concerns for leisure at Montmorency, Quebec, to consider principles and objectives relative to government participation in the problems of increasing leisure of Canadians.

The highlight of the on-going program during the year was the opening of the Administrative Centre for Sport and Recreation in Ottawa where thirty-three sport bodies now reside and the Centre provides administrative assistance to thirty-six non-resident associations who are located in all parts of Canada. The Second Canada Winter Games in Saskatoon proved extremely successful in February. Approximately 2500 athletes from every province and territory competed in the fifteen scheduled sports. Other highlights included the hosting of the World Invitational Gymnastics Tournament in Winnipeg, Manitoba, the 1970 World Rowing Championships in St Catharines, Ontario, and the World Wrestling Championships in Edmonton, Alberta.

Details of these and other activities of the Fitness and Amateur Sport Program during the 1970-71 are herein briefly outlined.







## NATIONAL COACHES ASSOCIATION

In December 1970 the Minister of the Department of National Health and Welfare announced the formation of the National Coaches Association. The new association will be concerned with those elements of coaching that are common to all sports and will work closely with the technical directors of the individual sports.

This new development will permit sports governing bodies to pursue with greater vigour both the development of their competitive and coaching programs at all levels within sport.

Another aspect of the Association will be to make grants that will enable deserving and willing coaches to further the development of their technical skills. By attending universities or going abroad to foreign countries to study so that they may stay up-to-date and increase their knowledge and abilities in the field of coaching.





## WORLD CHAMPIONSHIPS HOSTED BY CANADA

### WORLD INVITATIONAL GYMNASTICS TOURNAMENT.

Last November, the World Invitational Gymnastic Tournament was held in Winnipeg as part of Manitoba's Centennial Celebrations. A Fitness and Amateur Sport grant of \$20,000 was awarded to the organizing committee for this world event. The appearance of world class gymnasts in Winnipeg and in other centres across Canada did a great deal to stimulate gymnastics in this country.

### 1970 WORLD ROWING CHAMPIONSHIPS.

The 1970 World Rowing Championship was held in St Catharines, Ontario from September 2 to 6, 1970. A federal grant of \$114,000 was made to the 1970 World Rowing Championships Canada Corporation. The federal grant was one-third of the actual expenses incurred by the Corporation in the organizing, promoting and staging of the world event on St. Catharine's famed Henley course. The championships attracted some 33 countries and Canada was represented by a 34 man entry which included 26 competitors and 8 officials.

### WORLD WRESTLING CHAMPIONSHIPS.

The World Wrestling Championships were held in Edmonton, from July 4 to 11, 1970. Some 600 wrestlers and team officials from 41 countries making it the largest such event yet held - in terms of numbers of competitors and countries represented. The federal grant for this world event was \$48,000, the Government of Alberta paid \$31,500 and the City of Edmonton contributed \$20,000 for equipment which it will retain for on going wrestling programs.



## THE CROSS CANADA SPORT DEMONSTRATION

One of the recommendations of the Task Force on sports in 1969, was that "the Government provide grants to establish a series of travelling clinics involving outstanding coaches and athletes". Thus the Cross Canada Sports Demonstration was conceived with the purpose to motivate young Canadians toward an active involvement in sports and recreation programs. The demonstration team composed of athletes with international and Olympic experience provided a stimulating show with its instructional film, live skill demonstrations, teaching techniques, and teaching clinics.

From October 1969 to June 1970 the team performed in nearly 300 schools from coast to coast before an estimated audience of 300,000 students, teachers and school officials not to mention the countless appearances of the athletes on radio, television-programs, award nights and local meetings. Beside the federal government support, some twenty-five Canadian companies donated funds, equipment and accommodations. Schools, school boards and Provincial Departments of Education provided valuable help and assistance.

The Cross Canada Sports Demonstration was a most successful pilot project which will undoubtedly prove to be a forerunner of future tours involving a wide range of athletes and activities.





## CANADA FITNESS AWARD

Following the success of the 1967 Centennial Athletic Awards Program, the Federal Cabinet recommended that a national incentive awards program be established for boys and girls on a permanent basis.

In October 1970 the Canada Fitness Award was launched for boys and girls 7 to 17 years of age with the following objectives:

1. To promote the development of health and fitness in Canadian youth so that they may achieve a state of well being - a state in which they will function most effectively while at home, work and play.
2. To offer Canadian youth seven to seventeen years of age an opportunity to participate in a continuing Canada Fitness Award plan.
3. To stimulate encourage and motivate Canadian youth to strive for excellence and reach higher levels of fitness which will pay dividends to them and Canada in the future.
4. To challenge youth, recognize and honour their outstanding achievements through a series of National Awards.

The Canada Fitness Award is based on six Fitness Performance Tests which give an overall picture of general physical fitness condition. The norms by sex for each chronological age 7 to 17 years have been established for each of the six tests. These norms were developed by the research committee of the Canadian Association for Health, Physical Education and Recreation under a Fitness and Amateur Sport research grant.





Canada Fitness Award.

Bronze, Silver and Gold crests are awarded on the basis of the degree of achievement. The average of any four out of six test items can be used to determine the appropriate

Boys and girls who demonstrate superior achievement in all six tests receive the Award of Excellence crest along with a certificate signed by the Rt. Hon. Pierre Elliott Trudeau, Prime Minister of Canada and the Hon. John Munro, Minister of National Health and Welfare.

The program has been well received across the country and at the end of this fiscal year, 416 schools and agencies had administered the program to 3,477 boys and girls. It is estimated by the end of the present school year some 500,000 boys and girls will have participated.

British Columbia adopted the Canada Fitness Award as a Centennial Year School Athletic Program for 1971. It is estimated that more than 356,000 crests will be earned by the youth of British Columbia.



## THE MONTMORENCY CONFERENCE ON LEISURE

This five-day Conference was held in September in an attempt to arrive at the formulation of principles and objectives which might serve as the basis for the development of policies and programs by the various levels of government as well as by public and private corporations and other groups engaged in the provision of free time opportunities. It also considered broad strategies which could lead to the achievement of these objectives.

The list of invited delegates included representatives of education, psychology, sociology, philosophy, economics, landscape architecture, social work, communications, government, labour, business and recreation.

The study sessions evolved around four basic position papers dealing with the philosophic issues, the actual situation in Canada, the influence of automation on our culture and the importance of physical environmental planning.

The Conference was a success. The delegates made a firm and enthusiastic commitment to take action on the recommendations which were adopted. The reports and proceedings which were subsequently prepared have created considerable interest by governments at all levels, by agencies, organizations and educational institutions and by professionals in the field. It is fair to assume that the Conference will have a significant and lasting influence on the development of recreation in Canada.





## GRANTS TO PROVINCES

1967-70 The federal-provincial cost-sharing agreement which had been in existence for seven years was terminated at the end of the fiscal year. It was generally felt that this agreement, which was primarily intended to encourage and develop provincial involvement in amateur sport and recreation, had effectively served its purpose.

One of the clearest indications of this is the fact that at the beginning, in most provinces, the federal contribution represented almost 60% of the total budget for amateur sport and recreation. While the federal share has remained constant, the provincial contribution has increased in the majority of cases to the extent that the federal portion has become relatively minor. In addition it has become increasingly clear that the programs operated under the terms of the agreement were provincial in nature without necessarily relating to national objectives and programs.

Since national goals and objectives have been developed as a result of the P.S. Ross Study, the decision was reached, after consultation with the provinces, that a more effective use of available federal funds could be made by diverting them toward national programs in which the provinces would play a strong, supported role.

However, as most provinces had already made firm commitments for the 1970-71 fiscal year, it was decided to consider it as a phase-out period during which federal grants will be made available on a reduced basis to assist them in the transition process.

The details of this phase-out period and the identification of areas of future federal-provincial cooperation will be worked out in forthcoming joint meetings.

The amounts granted to the provinces during 1970-71 are listed in Table IV of the Appendix.



ADMINISTRATIVE CENTRE FOR SPORT AND RECREATION

In 1970 John Munro, Minister of National Health and Welfare clearly articulated a rationale for government interest in sport and recreation. In outlining a "Proposed Sports Policy for Canadians", Mr. John Munro<sup>U</sup> indicated that sport should be used as an agent to allow people caught up in the impersonalization of our technologically oriented, automated society to maintain a certain degree of individualization and personal dignity. In order to achieve this aim Mr. Munro felt that the emphasis of sport in achieving competitive excellence should be coupled with an effort to develop mass participation. In a word, the new rationale amounted to an attempt to enhance the individual quality of life of Canadians through mass participation and, indirectly, competitive excellence in sport.

The 1969 Task Force which had been charged with the responsibility of determining major problem areas in sport and prescribing appropriate remedies, noted that one of the conspicuous problems affecting amateur sport in Canada was the lack of effective administration. Primarily due to insufficient tools required to successfully operate their associations. In order to alleviate this problem the Task Force recommended establishing a national sports centre, which would provide administrative services for all national sport associations in the country.

On March 20, 1970, Mr. Munro announced the federal government's intention to implement the Task Force recommendation and set up an administrative centre in Ottawa as a necessary first step toward the achievement of the





Administrative Centre for Sport and Recreation

twin objectives of mass participation and competitive excellence.

The administrative centre now houses thirty-three resident sport bodies and provides administrative assistance to thirty-six non-resident associations who are located in all parts of Canada.

Administrative services for the national associations range from management services, fund raising, public relations, a library that provides reference materials, conference and meeting rooms, french-english translation, reproduction equipment, mailing services, design service for bulletins etc., bookkeeping service and to a clerical pool.



## EUROPEAN SPORT WRITERS LOVE CANADA

In February six European sport writers toured Canada for 15 days to see some of Canada's winter time athletes and examine sport facilities. The writers were invited to Canada by the Department of External Affairs, as part of their on-going visits program for journalists.

The writers were from Czechoslovakia, Finland, Sweden, Switzerland and the U.S.S.R. The Fitness and Amateur Sport Directorate were called upon to plan the tour and escort the journalists while the expenses of the trip were borne by the Department of External Affairs.

While in Canada the writer travelled from Quebec City to Vancouver to view the Quebec Winter Carnival, the National Pee-Wee Hockey tournament, N.H.L. hockey games, Canada Winter Games in Saskatoon, the Canadian Rockies, Mount Garibaldi in British Columbia, the Hockey Hall of Fame, Niagara Falls, Olympic House in Montreal, Mont Tremblant just to mention a few. During their visit they had numerous opportunities to talk with sport executives and personalities and to be interviewed on radio and T.V. programs.

Upon their return home the writers wrote many complimentary articles in their newspaper about Canada and the Canadian sport scene.





## SECOND CANADA WINTER GAMES

The second Canada Winter Games which were hosted by Saskatoon from February 12 to 21, 1971, were most successful. There is no doubt that they considerably enhance the Canada Games concept and significantly contributed to its national prestige.

Some 2500 athletes from every province and territory competed in the fifteen scheduled sports.

National television coverage on both French and English networks amounted to some 15 hours and the participation by the provinces and territories with their competitive zeal and sportsmanship indicates a tremendous impetus for amateur sport in Canada. This impetus is being reflected by the fact that several provinces have or will be holding provincial Games.

The federal government, through the Fitness and Amateur Sport Program, contributed \$814,343 to the operational costs, and provided an additional \$200,000 to the capital budget. The City of Saskatoon and the Province of Saskatchewan also contributed \$200,000 each to the capital budget, so the Games left a valuable legacy of new and improved facilities to Saskatoon.

A further important legacy of the Games was the hundreds of persons who volunteered their services and whose training and experience because of the Games will be of inestimable value to future sports programs in Saskatchewan.



Second Canada Winter Games

The building of Mount Blackstrap the 300 foot man made mountain is perhaps the highlight of the Winter Games which gave the prairie city its first full fledged ski and jumping hill, and is now being extensively used for recreational and competitive skiing.





## CONSULTANT SERVICES

The primary responsibility of the consultant services involves a close working relationship with some seventy national organizations conducting the many sports and recreational programs which currently receive federal support. This includes advice on the continuing programs of the associations and assessment of projects for which federal assistance has been provided. In this way the consultants provide a direct link between the federal government and the sports and recreation programs being conducted across the country.

As these associations continue to expand their programs and as they continue to undertake more long-range development plans, the consultants are increasingly called upon for technical and advisory assistance. Their knowledge of the broad spectrum of needs and developments in recreation and amateur sport in Canada provide a valuable background which can be applied to the specific plans and problems of each organization.



### INFORMATION PROGRAM

This program has as its objective the dissemination to the Canadian public of information relating to the Fitness and Amateur Sport Program and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles are written for various magazines and journals. Displays are prepared and exhibited at national events which feature sports and recreation activities. A clearinghouse service is maintained for information on fitness, recreation and amateur sport in Canada. A calendar of national sports events is published three times each year listing the locations and dates of clinics, championships, annual meetings and international events attended by Canadians. From time to time radio programs and television clips are prepared on aspects of the program.





## National Advisory Council on Fitness and Amateur Sport

The National Advisory Council continued to carry out its advisory responsibilities to the minister regarding the Fitness and Amateur Sport Program. During 1970-71 council met once in Ottawa.



ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS			ADMINISTRATION			TOTALS
	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	
Federation of Cdn. Archers	4,828	2,683	3,655		3,470				2,473	1,025	14,426		3,703
Can. Amateur Bobsleigh and Luge Assoc.	4,430	3,489	4,500										4,500
Can. Lawn Bowling Council											4,430		3,489
Can. Ten-Pin Federation										828			828
Can. Cricket Association	4,790	4,365	1,993		1,122				1,935	435	9,840		4,800
Can. Fencing Association	8,578	7,662	6,836				340	3,918	2,539	1,640	11,457		20,056
Can. Handball Association	8,000	5,030	1,170						2,262	1,120	11,432		6,150
Can. Team Handball Association	3,430	8,950			1,547			600	1,647		6,624		9,550
Can. Horse Show (Equestrian) Assoc.	1,786		15,427		1,500				1,500		20,213		
Can. Kodokan Black Belt Association	9,992	11,305	3,080						1,536		14,608		11,305
National Karate Association		2,076							1,477	931	1,477		3,007
Can. Pony Club	2,365	4,396			2,481				1,756	757	6,602		5,153
Can. Sport Parachuting Association	4,756	6,313	1,306		1,913	1,800			2,450	3,150	10,425		11,263
Can. Rugby Union	8,361	12,262			2,842			800	2,162	1,332	13,365		14,394
Can. Skiing Association of Canada	4,146	5,826			3,374						7,520		5,826
Can. Amateur Speedskating Assoc.	3,411	4,993	5,270	2,822	9,626				2,471	971	20,778		8,786
Can. Water Polo Association	16,200	9,000	7,625	2,925	19,370	2,920	1,200		3,885	1,425	47,080		17,470
Can. Weightlifting Association	4,718	3,817	4,707		6,580				2,426	1,182	18,431		4,999
Can. Alpine Club of Canada									1,558		1,558		
Can. Estienne Modern Gymnastics			5,000								5,000		
TOTALS	89,721	92,167	49,233	17,083	53,825	4,720	340	6,518	32,077	14,796	225,266		135,284





ORGANIZATION	NATIONAL CHAMPIONSHIPS			INTERNATIONAL MEETS			TRAINING PROGRAMS			SPECIAL PROGRAMS OR EVENTS			ADMINISTRATION		
	1969-70	1970-71	1971-72	1969-70	1970-71	1971-72	1969-70	1970-71	1971-72	1969-70	1970-71	1971-72	1969-70	1970-71	1971-72
Cdn. Federation of Amateur Aquatics															
Cdn. Badminton Association	15,568	23,460	9,045				11,290						4,200		20,320
Cdn. Federation of Amateur Baseball	12,700	39,834											2,763	38,632	26,222
Cdn. Amateur Basketball Association	34,835	28,620	5,575	11,138			57,428			432	918		3,359	16,024	55,249
Cdn. Amateur Boxing Association	8,578	4,790		9,580									2,776	101,192	81,756
Cdn. Canoe Association	17,934	22,249	2,455	4,037			5,750			340	600		5,257	11,457	19,237
Cdn. Cycling Association	12,574	10,441	6,960				3,580			536	600		1,260	28,583	32,837
Cdn. Amateur Diving Association	6,000	12,000	4,010	3,600			16,927			6,000	500		2,500	26,664	21,816
Cdn. Amateur Football Association							24,528						2,700	36,337	23,300
Royal Cdn. Golf Association	2,920			2,970									3,152	26,828	3,152
Cdn. Ladies Golf Association	4,518	5,930		1,950			1,089						4,169	2,920	2,970
Cdn. Gymnastics Federation	15,017	20,916	4,730	9,911			3,248			1,971	600		1,452	27,786	12,049
Cdn. Amateur Hockey Association				654			34,800				1,660		4,419	34,800	6,733
Cdn. Field Hockey Association	9,320	12,016	3,570				1,205						3,860	15,741	15,876
Cdn. Women's Field Hockey Association							5,500			1,354			2,769	10,790	17,746
Cdn. Lacrosse Association	8,190	18,370					3,145				275		2,318	14,090	20,963
Cdn. Association of Amateur Oarsmen	5,100	13,750								582			4,550	7,924	27,500
Shooting Federation of Canada	20,906	29,700	7,845	10,012			12,474			4,447	3,300		1,151	47,245	44,163
Cdn. Figure Skating Association	7,474	16,000	5,736	6,260						786			3,230	17,210	27,270
Cdn. Amateur Ski Association										267,626	180,964			267,626	180,964
Cdn. Water Ski Association	6,898	8,454	4,530	2,570			7,515						2,415	21,743	17,439
Cdn. Soccer Association	22,740	26,288		18,500									2,242	25,722	47,030
Cdn. Amateur Softball Association	21,928	53,520		12,305						844			2,956	24,532	69,625
Cdn. Amateur Swimming Association	31,525	107,300	33,002	3,375			15,700			10,125	1,500		21,650	101,052	151,225
Cdn. Amateur Synchronized Swimming Assoc.	16,200	16,547	7,625	9,300			19,370						2,332	47,010	28,179
Cdn. Lawn Tennis Association	12,827	32,971	6,017	11,467									1,870	20,740	46,308



ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71
Int. Table Tennis Association	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
		7,634	2,212	5,065					1,954	2,554	4,166	15,253
Int. Track and Field Association	90,956	100,371	6,000	12,550	25,124		5,250		20,000	3,524	142,030	121,695
Int. Volleyball Association	35,414		9,719		31,515				3,188		79,836	
Int. Amateur Wrestling Association	7,446	29,344	5,617	559	12,750	2,480			2,110	3,377	27,923	35,760
Int. Yachting Association	4,239	16,382	9,480	10,356	15,518		1,500	600	2,135	3,570	32,872	39,603
	431,867	671,864	134,128	146,159	308,456	88,858	295,699	227,219	100,502	102,380	1,270,652	1,275,422





ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71
Amateur Athletic Union of Canada	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$
Can. Intercollegiate Athletic Union	36,704		35,000				3,527	4,472	3,527	4,472	3,527	4,472
Can. Intercollegiate Athletic Union (Women)		19,672					2,455		39,159		39,159	36,200
Can. Olympic Association												19,672
Can. Federation of Provincial Schools Athletic Association								27,179			30,779	
Federation of Silent Sports							788	1,469	788		1,469	
Can. Amateur Sports Federation							5,890	750	24,254		2,325	
Can. Wheelchair Sports Association	8,931	6,165				1,860	13,712	14,000	13,712	14,000	14,000	
							2,271	1,330	17,505		9,355	
	45,635	25,837	36,575			1,860	28,643	49,200	98,945		116,272	



ORGANIZATION	TRAINING PROGRAMS		ADMINISTRATION		TOTALS	
	1969-70	1970-71	1969-70	1970-71	1969-70	1970-71
	\$	\$	\$	\$	\$	\$
Association Canadienne des Centres de Loisirs		14,530	11,000		11,000	14,530
Boys' Clubs of Canada	9,758	21,631		24,500	9,758	46,131
Canadian Camping Association		9,567	6,450		6,450	9,567
Guides Catholiques du Canada	17,900	20,550		15,000	17,900	35,550
Girl Guides of Canada		26,900				26,900
Canadian Association for Health, Physical Education and Recreation	9,899		15,000	13,194	24,899	13,194
Canadian Association for the Mentally Retarded	15,264				15,264	
Canadian Parks and Recreation Association		3,500		17,500		21,000
Les Chantiers de Montreal		15,000				15,000
Les Scouts du Canada	29,270	24,050			29,270	24,050
Boy Scouts of Canada	34,584	36,090			34,584	36,090
Canadian Ski Patrol System		8,000				8,000
Young Men's Christian Association	64,832	19,000			64,832	19,000
Young Women's Christian Association	41,470				41,470	
Canadian Council of Y.M.H.A.'s and Jewish Community Centres		7,500				7,500
Royal Canadian Legion	67,433	3,000			67,433	3,000
Association of Canada Underwater Council	2,838		1,534		4,372	
Royal Life Saving Society	23,900		1,292		25,192	
Canadian Council on Children and Youth			10,000		10,000	
Canadian Medical Association		3,000				3,000
Canadian Academy of Sports Medicine		4,415				4,415
	317,148	216,733	45,276	70,194	362,424	286,927





# REPORT 1970-71

## AL PROJECTS

ORGANIZATION	PREVIOUS YEARS			1970-71
	1967-68	1968-69	1969-70	
	\$	\$	\$	\$
Indian Council				65,000
ing Canada				15,000
ish Commonwealth Games Society of Canada				35,000
da Games Society (1969 Summer Games)	340,000	381,219	413,420	
nds of the Society (1969 Summer Games)				15,421
Canadian Winter Games Corporation	14,681			
aldi Olympic Development Association			30,000	52,000
astics International Tournament (Hosting)				20,000
ey Canada				476,227
toba Native Sports Council				8,725
ian National Exhibition				10,000
itorial Experimental Ski Training Program (N.W.T.)	23,891	25,000	25,000	60,640
T. Sports Championships				15,000
ec Winter Games				10,000
World Rowing Championships				114,000
nd Canadian Winter Games			285,000	530,000
d Wrestling Championships 1970				51,838
itorial Experimental Ski Training Program (Yukon)				11,000
Force		65,000		
7 Pan-American Games Society		68,874		
D. Support Services to Pan-American Games Society	107,158	58,522		
iversity of Ottawa (Documentation Centre)	18,582			
structional Program in Swimming and Water				
Safety in the N.W.T.	11,500	25,500	25,000	
ic Winter Games		80,000	30,000	
ss Canada Sports Demonstration			153,000	68,400
ada Fitness Award				100,606
Administrative Centre for Sport and Recreation				430,976
	<u>515,812</u>	<u>704,115</u>	<u>961,420</u>	<u>2,089,833</u>



## ANNUAL REPORT 1970-71

## FEDERAL-PROVINCIAL AGREEMENT

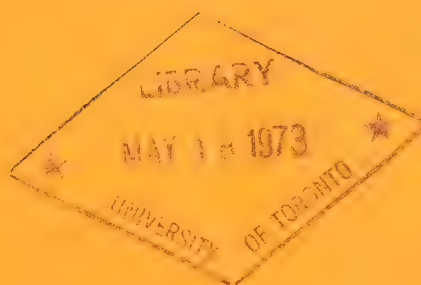
PROVINCE	ALLOCATION		GRANTS	
	1969-70	1970-71	1969-70	1970-71
	\$	\$	\$	\$
Newfoundland	49,181	29,863	48,773	29,863
Prince Edward Island	38,047	26,039	36,331	26,039
Nova Scotia	56,134	32,214	56,134	32,214
New Brunswick	52,339	30,911	52,339	30,911
Quebec	200,137	81,676	200,137	81,676
Ontario	239,745	95,992	237,949	95,992
Manitoba	62,033	34,245	62,033	34,245
Saskatchewan	61,618	34,027	61,600	34,027
Alberta	77,849	39,854	77,683	39,854
British Columbia	91,643	44,726	90,512	44,726
Northwest Territories	35,859	25,302	35,859	25,302
Yukon	35,415	25,151	35,324	25,151
	<u>1,000,000</u>	<u>500,000</u>	<u>994,674</u>	<u>500,000</u>





# ***Fitness and Amateur Sport Directorate***

Annual Report 1971-72



**Health  
and Welfare  
Canada**

**Santé et  
Bien-être social  
Canada**

CA1 HW82  
A57



His Excellency the Right Honourable Roland Michener,  
Governor General and Commander-in-Chief of Canada.

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to present to Your  
Excellency the Annual Report of the Fitness and Amateur Sport  
Directorate for the Fiscal Year ended March 31, 1972.

Respectfully submitted,

MARC LALONDE

Minister of National Health and Welfare





Honourable Marc Lalonde  
Minister of National Health and Welfare

Sir:

We have the honour to submit the Annual Report for the  
Fitness and Amateur Sport Directorate for the Fiscal Year  
1971-1972.

Respectfully submitted,

Maurice LeClair, M.D.  
Deputy Minister  
of National Health

A.W. Johnson  
Deputy Minister  
of National Welfare



FITNESS AND AMATEUR SPORT DIRECTORATE  
ANNUAL REPORT 1971-72

This fiscal year marked the completion of a decade for the Fitness and Amateur Sport program. While the main tools of the program have remained a system of grants, consultant services and the distribution of instructional and informative materials the year's activities indicate a broadening of the responsibilities of the directorate. This year saw an increase of the program's budgetary allocation to \$6.2 million from its previous statutory limit of \$5 million. Moreover the year saw the start of a major reorganization of the directorate to accommodate the increased scope of its activities.

On May 7, 1971, the Minister announced the creation of two directorates within the program to be responsible for improving the competitive excellence of Canadian athletes and for encouraging more Canadians to participate in physical activity. He announced that SPORT CANADA would be created to handle the problems of sport and to strengthen the sport and multiple sport associations. It will be concerned with improved performance in competitive sport at both the national and international levels. RECREATION CANADA will be primarily charged with encouraging the participation of the average Canadian in physical activity. To do this it will be gathering information relating to physical recreation patterns and cooperating with the various federal departments as well as the academic, municipal and provincial agencies that are working in this field.

The Minister also announced the proposed establishment of a communications corporation that would act as a "sophisticated resource agency" and employ marketing techniques to sell the benefits of physical recreation to the Canadian public. This was a recommendation of the communications committee of the National Advisory Council on Fitness and Amateur Sport as it continued its mandate to comment and recommend on the general policies of the program. Council approved the proposed organization of RECREATION CANADA and formulated a research policy that would promote physical recreation. Council also co-hosted with the Canadian Olympic Association the Olympic Development '76 Conference held in Ottawa in October.





Directorate personnel were also occupied with Canada's athletic performances in the tremendous number of international competitive events that occurred during the year and highlighted by the Pan-American Games at Cali, Columbia and the Winter Olympics at Sapporo, Japan. The Second Arctic Winter Games were held at Whitehorse, Yukon in March. More solid performances by Canadian athletes abroad and increased competitive opportunities in the country marked the end of a decade of activity for the Fitness and Amateur Sport Program.

#### The National Conference on Olympics '76 Development

In October this conference was held involving all of the people and groups who had an interest in the Summer Olympics to be held in Montreal in 1976. Discussions at the conference were centered on how to meet the threefold challenge of fielding a team of high quality, of using the process of Olympic team development to give a strong boost to amateur sport in Canada and of using the prestige of the Olympics to heighten recreational sports involvement for all ages. The Olympics in Montreal were seen as the opportunity of the century for amateur sports in Canada and the desirable end is a lasting legacy of excellence.

Coaching, international competition, training camps, national training facilities, research, identification of talent and the roles of various national agencies and organizations in sport development were among the many areas discussed. The participants felt that priority lay with coaching, international competition and facilities.

The conference was the lead-off event in the federal government's plan to prepare Canadian athletic participation in the '76 Olympics. Mr. Philippe de Gaspé Beaubien, the Chairman of the National Advisory Council, was given a mandate by the conference participants to implement the decisions made at the conference and to report back to the sport governing bodies.

#### Pacific Conference Track and Field Meet, 1973

The Pacific Conference Track and Field Meet is meant to fill the gap during the off year of international competition. The idea was the result of a meeting of track and field people from the United States, Canada, Australia, Japan and New Zealand in Tokyo in 1966. The meet for 1973 has been



awarded to Canada and it will be held in Toronto over two days in June. The program also calls for a series of satellite meets to be held across the country during the early part of July.

Sport Canada personnel have been working closely throughout the year with the Canadian Track and Field Association and members of the Toronto Track and Field community on this project. The department is being asked to share in the expenses involved in the organizing, the promoting and the staging of the meet.

#### Canada Games; Burnaby-New Westminster 1973

The Canada Games are a fundamental component in providing developmental competition for young athletes on a nationwide basis. Their basic purpose is to increase interest and participation in amateur sport within the provinces and the territories and to improve the quality of individual performance among Canadian athletes. The games alternating winter and summer are held every two years. The Burnaby-New Westminster games will be the second summer games organized under the program. An initial grant of \$225,000 was contributed by Sport Canada to assist in the organizing of the event to be held during the first two weeks of August 1973. The Total Federal commitment to the Games is \$1,875,000. Approximately 3300 athletes are expected to participate.

#### The Administrative Centre for Sport and Recreation

The lack of effective administration was noted in the 1969 Task Force Report as being one of the major problem areas facing amateur sport in this country. In September 1970 the Task Force's recommendation on the establishment of a national sports centre providing administrative services was implemented.

The Centre acts as the base of operations for the majority of Canada's sport and recreation associations. During the year 32 resident and 29 non-resident associations made use of the available facilities which include management services, fund raising, public relations, conference and meeting rooms, translation services, reproduction, mailing, design, clerical and secretarial, bookkeeping services. The salaries and travelling expenses of the executive directors of the resident associations are also provided. Sport Canada provided \$671,146 to the Administrative Centre during the year.





## Sports Caravan

The development of the leadership element in amateur sport has been a continuing factor in the program since grants were first made available in 1961-62. It became evident that if improvement was to continue in this area the smaller urban and rural areas would have to receive assistance. As a consequence of this need the department, through the Administrative Centre and the Prudential Insurance Company sponsored a Sports Caravan named "Sports 71". This was essentially a pilot project which saw the Caravan travelling through the smaller centres of Ontario and Quebec during the latter part of the fiscal year.

The Caravan is designed to assist community sports leaders in acquainting themselves with the latest techniques in the technical and the administrative areas of sports. It is a case, perhaps, of the mountain going to Mohammed.

## Grants to Sport Governing Bodies

Grants totalling \$2,650,454 were made to assist national sport governing bodies during the year. In all 62 sport organizations received federal aid.

Federal funds are given mainly on the principle of self-help and grants are designed to encourage the strengthening of administrative structures, expand the quality and quantity of leadership and to develop competitive programs.

Ways in which federal grants were used to assist national sport governing bodies are outlined in the following samples. Details are shown in the Tables of the Appendix.

### i) National Championships

During the year 40 national sport governing bodies received grants totalling \$983,541 for national championships. This total compares with an expenditure of \$671,864 in 1970-71.

### ii) Training Programs

Federal funds expended in support of training programs continued in 1971-72 with 20 national associations receiving \$238,537 for this purpose.



Training programs have received strong emphasis since the establishment of the Fitness and Amateur Sport Program in 1961. The organizations concerned and the federal government feel that training programs lead to competent leadership and program development. There is no doubt that the training programs have had a positive effect in increasing the quality and quantity of coaches and leaders in amateur sport programs.

### Canadian Coaching Association

In the previous year the Minister announced the founding of a national coaching association. This was in response to a perceived need for a strong coaching body and a system of certification to develop the coaching profession in Canada at all levels. The main purposes of the association have been to promote the coaching profession in all sports, to establish a code of ethics and professional standards for the coaching profession in Canada, to provide program guidelines, resource materials and to maintain liaison with related groups in medicine, research and physical fitness testing.

One of the major events for the Association this year was the International Symposium on the Art and Science of Coaching held in Toronto, October 1 to 5. It brought together all those persons concerned with the development of coaches at the national, provincial, municipal and club levels. The conference was sponsored by Sport Canada and was the initial step in the organization and implementation of a truly effective training plan for the coaching population of Canada.

As well as receiving consultative and financial assistance from the federal government the Coaching Association received a \$50,000 subsidy from Mutual Life of Canada.

### Technical Directors

In his May speech, "Sport Canada - Recreation Canada", the Minister also announced the proposed establishment of a program for providing technical expertise. Technical directors will be hired for selected sports to which they will provide a high level of technical knowledge. It is a program that would encompass coaching, training of officials and competition throughout all levels of sport.





The technical directors would be concerned with the specific skills that are related to their particular sport. The coaching association will be concerned with those elements of coaching common to all sports. Sports Canada personnel worked throughout the year to get the program properly established.

## INTERNATIONAL EVENTS

### 1. Pan-American Games

Canada sent to Cali, Columbia, in early August its largest team ever to compete at this event. The team, encompassing some 20 sports and 466 athletes and officials brought back 81 medals including 19 gold. This represented a considerable improvement over twelve gold medals won in 1967 making the Canadian group one of the most improved teams at the games.

The Department granted \$236,053 to the Canadian Olympic Association to provide for the actual travel and living costs of the team. Grants were made available as well to those sport associations that planned to hold training camps prior to the games. Department personnel were also on hand to handle any administrative problems that arose and to provide information services. These included a daily newssheet presented in English, French and Spanish which was well received including these on other teams.

### 2. Winter Olympic Games

Fifty-one athletes competed for Canada at Sapporo, Japan from February 3 to 13. Although only one silver medal was the result of their efforts the overall performance of the team was more solid than in the past.

The Department through Sport Canada gave \$87,000 to the Canadian Olympic Association towards the travel and accommodation costs of the team. The remainder of the funds was provided through the Canadian Olympic Trust. The department also coordinated its efforts with the Department of National Defence. Government aircraft were used to fly much of the heavy equipment, like the sleds of the bobsled team to Sapporo. However most of the team were flown this way to the games as well.



Sport Canada prepared an Athletes Book which was distributed to the athletes and the Canadian and foreign press. It contained all the basic information on each Canadian competitor. The Information Services Division of the department was also present and produced a daily "highlights" sheet, still photos for the wire services and radio feeds for Canadian stations.

### 3. Arctic Winter Games

The concept of holding an Arctic Winter Games originated during the first Canada Winter Games held in Quebec City in 1967. Their basic purpose has been to increase interest and participation in sports in the geographical region above the sixtieth parallel of latitude and to improve the quality of performance among the athletes residing in that region. For this event rigid qualifying standards have not been established and participation by all athletes regardless of their ability has been encouraged. The games were held for the first time in March 1970 in Yellowknife, Northwest Territories.

On March 5th, 1972 the Governor-General opened the games at Whitehorse from the deck of the historic gold rush paddle wheeler, the S.S. Klondike. The department contributed \$124,113 to assist in the financing of the event. Moreover Sport Canada personnel gave administrative and promotional advice to the Games Technical Committee. With the assistance of the Department of National Defence, Sport Canada arranged the provision of the bedding for the 825 participants who represented Alaska, the Yukon Territory, the Northwest Territories and Arctic Quebec.

### WORLD CHAMPIONSHIPS HOSTED BY CANADA

#### World Figure Skating Championships

Calgary was the site of the World Figure Skating Championships held from March 6 to 12. One hundred and two competitors from sixteen countries competed at the event that received nationwide television coverage. Although a profit was anticipated from the event, the Department had agreed to underwrite any losses up to \$40,000. The province of Alberta awarded a \$19,000 grant. The championships were officially opened by the Minister of National Health and Welfare.





### The Finn Cup

The Finn Cup is awarded to the world champion in the Finn Class in yachting. Last year this competition was held from October 1 to October 9 at Toronto's Ontario Place. The department underwrote 1/3 of the cost of the event with a \$17,500 grant.

### Student Athlete Grants-in-Aid

Athletes in this country have perennially faced the problem of raising enough money to continue their education while satisfying training and competitive demands. In 1970-71, a grant-in-aid program for student athletes was implemented in a limited way to enable them to continue their education while remaining financially free to pursue excellence in their sport.

For 1971-72 the department was able to use one million dollars from the federal government's summer student program to assist student athletes. Thirty such people received awards of \$2,000 renewable for four years. Forty received grants of \$1,000 for one year. Approximately 390 students received nonrenewable awards of \$500, \$1,000 and \$1,500. Seventy additional awards were made to student athletes in the Atlantic Provinces who attended a special course at Dalhousie University in the late summer. Ninety-eight hockey scholarships were made available via Hockey Canada. The athletes are ranked by their sport association and the recipients of these grants are then chosen by a national selection committee.

### Intensive Care

At the Olympic Development '76 the Minister announced that Sport Canada was prepared to give additional support to Canadian athletes who were considered to have definite medal potential for the 1972 Olympic games. The extra funds mean that these athletes can obtain additional seasoning in international competition and more coaching. For example, Karen Magnussen received approximately \$2,800 to pay for the costs of having judges of Olympic calibre view her figures and for additional coaching. This was an important factor in her winning a silver medal at Sapporo.



## Special Grants to Provinces

Up until 1971 the federal government had agreements with the provinces as a means to carry the fitness and amateur sport program to the grassroots. It was agreed that by 1971 a sufficient base had been established in most provinces to make any further arrangements of this sort unnecessary. Special grants were made available to those areas which remained underdeveloped as yet.

### A) ATLANTIC PROVINCES

#### 1) Newfoundland

Sport Canada gave \$47,200 to Newfoundland to establish a provincial sports secretariat, to conduct leadership clinics in soccer and badminton for the Atlantic region and to provide administrative training for executive personnel in provincial sports bodies and recreation agencies.

#### 2) Prince Edward Island

A grant of \$56,670 was made for the establishment of a sports secretariat, for leadership clinics for field hockey and track and field in the Atlantic region, for administrative training and for the appointment of recreation coordinators on an experimental basis.

#### 3) Nova Scotia

A grant of \$77,404 was made for the establishment of a sports secretariat, for leadership clinics in swimming and softball, for administrative training and for the appointment of two full-time coaches for one year in two new sports in the provinces.

#### 4) New Brunswick

A grant of \$100,410 was made to establish a provincial sports secretariat, hold leadership clinics in hockey and tennis, to provide administrative training, to establish an in-service training program for recreation leaders in small communities, to hold a French language leadership institute in four sports at the University of Moncton for Atlantic region coaches, to





raise the level of coaching and administration in the province to national standards, to develop the provincial teams of twelve sports and to start a developmental program for new sports in the province.

#### B) NORTHWEST TERRITORIES

A \$25,000 grant was given to be used for staff, a summer training camp and research equipment for the Territories Experimental Ski Training Program. The TEST program was originally conceived as a broad based approach to determine whether the native youth of the north could be motivated to higher general achievement as students and as citizens through participation in competitive athletics such as cross-country skiing. The program has been most successful with native children in this way. At first the emphasis was on competitive skiing but has now shifted to developing a broad base of participation.

#### C) YUKON TERRITORY

A grant of \$30,500 was made for the Yukon's portion of the TEST program and for its portable pools project. The Yukon presents special problems in teaching people how to swim and the use of portable pools to be carried to the smaller communities overcomes this. The grant was also used for providing assistance to the territorial sport governing bodies and recreation associations.

#### Hockey Canada

Hockey Canada was established in 1969 as a result of the recommendations of the Task Force on Sports. Its two main functions are to support, develop, operate and manage a national team to represent Canada in international hockey competitions and to foster the playing of hockey in this country in all possible ways. It is operated by a Board of Directors made up of representatives of active operating hockey bodies, the NHL Players' Association, the public and the federal and provincial governments.

With Canada's withdrawal from international competition in 1970 and the subsequent disbanding of the national team, Hockey Canada began during the winter of 1971-72 a program made up of four parts known as the Hockey Canada Developmental Program.



a) Hockey Canada Scholarship and Development Program

During the 1971-72 fiscal year, 98 scholarships were awarded worth from \$700 to \$2,000. The intent of this program is to encourage young men to realize their aspirations in the pursuit of higher education coupled with the development of skills and proficiency in hockey. Hockey Canada wants young men to continue their association with hockey. The program was put together with the assistance of the Association of Universities and Colleges of Canada.

b) Hockey Canada University Tournament

This tournament involved four teams in each of six areas across the country from December 26-28, 1971.

c) Hockey Canada Skills Development Program

Hockey Canada sees as one of its principal mandates the promotion of players' and coaches' skills improvement. The skills development program was aimed primarily at boys between eight and twelve years of age. With the cooperation of the minor hockey association it was hoped that between 80,000 to 100,000 boys would be reached by the program during the year.

d) Hockey Canada Coaching Certification Program

In the effort to upgrade the level of coaching in hockey a coaching certification was presented at fifteen community colleges across Canada.

Sport Canada contributed \$175,000 to Hockey Canada to carry out its programs.

Sport Participation Canada

Despite nearly ten years of effort in the area of fitness and amateur sport the department is still faced with the persistency of low rates of participation by Canadians in physical activity. To overcome this problem, a communications corporation known as Sport Participation Canada was incorporated on July 12, 1971 with Philippe de Gaspé Beaubien as its President and the Honourable Lester B. Pearson as the Chairman of its Board of Directors. Taking "Participation" for its motto





it will use an aggressive marketing approach to encourage Canadians to enjoy more physical activity. Sport Canada granted \$200,000 to help defray the costs of establishing and operating the corporation during the past fiscal year.

### Sport and Recreation Demonstration Program

This program is primarily designed to establish promotional and communication avenues between communities and sport and recreation associations through active participation in the fair and exhibition medium. This is done by providing technical advice and financial assistance to interested communities as well as staffing exhibits, providing modern audio-visual aides and operating a testing centre for the Canada Fitness Award.

Displays and demonstrations were set up at Sportex '71 in Ottawa as part of the nation's birthday celebrations, at the Calgary Stampede, the Central Canada Exhibition, the Canadian National Exhibition in Toronto and at several smaller fairs in Ontario. The most comprehensive display was set up at the Calgary Stampede as part of the Flare Square.

### Flare Square in Calgary, July 8-17, 1971

Taking as its theme "A Salute to Sport and Recreation" Flare Square took many of the modern concepts of sport and recreation to the people of southern Alberta in a relaxed "fun" environment.

Sport Canada personnel worked closely with the technical staff of Flare Square to produce a series of sport and recreation activities that in some cases were quite unique. Moreover they were able to use their contacts in the local sport associations to attract top athletes for the demonstrations which were geared to crowd participation. For example, the "Try It" area people were encouraged to try gymnastics with the guidance of Sandra Hartley and Marily Minnaker. It is estimated that about 50% of those who visited the "Try It" area were induced to physically participate in the sport demonstrations. A comprehensive athletic program was also put on by world class athletes at the Corral.

The great interplay that existed between the sport associations and the administrative network of Flare Square was the result of the work of Sport Canada personnel. Over



forty local sport and recreation bodies presented their programs thus fulfilling one of the aims of the Demonstration Program. The Canada Fitness Award and a unique audio-visual presentation were also part of Flare Square. One of the immediate results of Flare Square was the interest and number of inquiries it generated from exhibitions and fairs across the country.

### Consultant Services

The primary responsibility of the consultant services involves a close working relationship with some seventy national organizations conducting the many sports and recreation programs which currently receive federal support. This includes advice on the continuing programs of the associations and assessment of projects for which federal assistance has been provided. In this way the consultants provide a direct link between the federal government and the sports and recreation programs being conducted across the country. The consultants' knowledge of the broad spectrum of needs and developments in recreation and amateur sport in Canada provides a valuable background which can be applied to the specific plans and problems of each organization.

### Recreation Research Project

In 1971, the Fitness and Amateur Sport Directorate convened a conference in Ottawa to state national goals, to define clear objectives, and to enunciate priorities for research in recreation. Thirty-five Canadian researchers from recreation and related disciplines deliberated for two days before making a number of recommendations on the basis of which a research grants-in-aid program will be structured. During this developmental period no research projects were funded.

### Grants to National Agencies

Program-operating agencies received federal grants totalling \$301,922 from Recreation Canada during the year. Federal funds expended in support of leadership training programs continued to increase in 1971-72 over the preceding years. National agencies received \$301,922 for this purpose compared with \$265,400 in the preceding year.

Leadership training has received strong emphasis by Recreation Canada. The National Agencies and federal government feel that competent leadership is one of the most important





keys to program development. There is no doubt that activity in leadership training made possible by federal assistance has had a positive effect in increasing the quality and quantity of leaders and laymen in most recreation and agency programs. During the year following 16 National Agencies received grants. Boy's Clubs of Canada, \$47,500; Boy Scouts of Canada, \$36,090; Canadian Camping Association, \$30,661; Guides Catholiques du Canada, \$12,784; Canadian Association for Health, Physical Education and Recreation, \$13,844; Canadian Association for the Mentally Retarded, \$36,500; Canadian Parks and Recreation Association, \$25,043; Les Scouts du Canada, \$26,500; Young Men's Christian Association, \$19,500; Committee on the Sociology of Sport, \$10,000; Canadian Society of Recreation Educators, \$3,000; Weymouth Falls Community Council, \$3,000; Recreation Project 80, \$24,000; British Columbia Recreation Association, \$6,000; Canadian National Institute for the Blind, \$3,500; Canadian Council for Co-operation in Aquatics, \$4,000.

#### The Montmorency Conference on Leisure

The Montmorency II Conference was conducted in September by Recreation Canada to follow on from the philosophic base established at Montmorency I. At the Conference a great deal of thought and attention was given to the needs of an emerging leisure society. The delegates included representatives of education, psychology, sociology, philosophy, economics, landscape architecture, social work, communications, government, labour, business and recreation. Their discussions focused on the social and economic forces affecting the growth and nature of leisure in a post-industrial society.

The Proceedings of Montmorency I Conference on Leisure entitled "Leisure in Canada" is a distinctive Canadian publication on leisure. It is felt that the proceedings of Montmorency II will make even a greater significant contribution to the study and leadership of Leisure in Canada.

#### Assistance to Indian Associations

During this fiscal year grants were provided to the Manitoba Indian Brotherhood, the Federation of Saskatchewan Indians, the Alberta Indian Association and Inspol as well as to the Association of B.C. Indian Chiefs for a total of \$275,000.



### Canada Fitness Award

The Federal Cabinet recommended that a national incentive awards program be established for boys and girls on a permanent basis following the success of the 1967 Centennial Athletic Awards Program. The Canada Fitness Award was developed and launched in October 1970 and is based on six fitness performance tests which give boys and girls from 7 to 17 an overall picture of their general physical fitness condition.

The main objective of the program is to stimulate, encourage and motivate Canadian youth to strive for excellence and reach higher levels of fitness which will pay dividend to them and Canada in the future.

Bronze, Silver and Gold crests are awarded on the basis of the degree of achievement. Boys and girls who demonstrate superior achievement receive the Award of Excellence crest along with a certificate.

The year 1971-72 saw an increase in the program which indicates that the Canada Fitness Award is being well received across the country and this year 4,200 schools and agencies took part in the program, 650,000 boys and girls participated and Recreation Canada awarded 45,000 crests.

### Information Program

This program has as its objective the dissemination to the Canadian public of information relating to the Fitness and Amateur Sport Program and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles are written for various magazines and journals. Displays are prepared and exhibited at national events which feature sports and recreation activities. A clearinghouse service is maintained for information on fitness, recreation and amateur sport in Canada. A calendar of national sports events is published three times each year listing the locations and dates of clinics, championships, annual meetings and international events attended by Canadians. From time to time radio programs and television clips are prepared on aspects of the program.





Membership of the  
National Advisory Council on Fitness and Amateur Sport  
during 1971

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			<u>Term of Office</u>
Nfld.	Dr. John Douglas Eaton	St. John's	71
P.E.I.	Mr. John Evans	Charlottetown	71
N.S.	Dr. Allan J. Coles	Halifax	71
	Dr. John E. MacDonell	Antigonish	71
N.B.	Mr. Gerard Joseph Gauvin	Campbellton	71
Que.	Mr. Philippe de Gaspé Beaubien	Montreal	71
	Mr. Robert Bedard	Lennoxville	71
	Mr. Pierre Charbonneau	St. Lambert	71
	Dr. Paul DesRuisseaux	Ste-Foy	71
	Mr. Raymond Lanctôt	Montreal	71
	Mr. Jacques Normandin	Verdun	71
	Mr. Rix Rodgers	Montreal	71
	Mrs. Mary Anne Laframboise	Lucerne	71
	Miss Jocelyne Bourassa	Montreal	71
Ont.	Mr. Perry R. Connolly	Toronto	71
	Dr. J. Harry Ebb	Toronto	71
	Mr. Jack A. Ferguson	Thunder Bay	71
	Mr. Murray Gaziuk	Islington	71
	Mr. William D. Johnson	St. Thomas	71
	Mr. Frank Newman	Windsor	71
	Mr. John Pelech	Hamilton	71
	Mr. James V. Rose	Niagara Falls	71
	Mr. Joseph Scime	Hamilton	71
Man.	Mr. Ronald Meyers	Winnipeg	71
Sask.	Mr. Howard Ronald Nixon	Saskatoon	71
Alta.	Mr. Roger Bourbonnais	Edmonton	71
	Mr. Gordon Lyle Flynn	Medicine Hat	71
B.C.	Mrs. May Brown	Vancouver	71
	Mr. Brian D. Carter	West Vancouver	71
	Mr. E.A. Sandy Robertson	Vancouver	71



Membership of the  
National Advisory Council on Fitness and Amateur Sport  
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M. Philippe de Gaspé Beaubien, chairman			Montréal
			<u>Term of Office</u>
Nfld.	Mr. Fred Tessier	Grand Bank	1975
P.E.I.	Mr. John L. Evans	Charlottetown	1974
N.S.	Dr. Allan J. Coles	Halifax	1974
	Dr. John E. MacDonnell	Antigonish	1974
N.B.	M. Jean-Guy Robichaud	Caraquet	1975
Que.	M. Marc Boivin	Chicoutimi	1975
	M. Jean-Claude Boucher	Drummondville	1975
	Dr. Daniel Boulet	Sainte-Foy	1975
	Mlle Jocelyne Bourassa	Shawinigan-Sud	1974
	M. Pierre Charbonneau	Montréal	1974
	Mme Pauline Desrosiers	Saint-Jérôme	1975
	Mrs. Mary Anne Laframboise	Lucerne	1974
	M. Raymond Lanctôt	Montréal	1974
Ont.	Mr. Ralph Bartolini	Burlington	1975
	Mr. Michael Doyle	Weston	1974
	Mr. Jack Ferguson	Thunder Bay	1974
	Mr. Murray Gaziuk	Islington	1974
	Mr. William W. Johnson	St. Thomas	1974
	Mr. Frank A. Newman	Windsor	1974
	Mr. John C. Pelech	Hamilton	1974
	Mr. James V. Rose	Niagara Falls	1974
	Mrs. Marilyn Savage	West Hill	1975
	Mr. Carl Vipavec	Toronto	1975
Man.	Mr. Joe Sponarski	Portage la Prairie	1975
Sask.	Mr. Lorne Strueby	Muenster	1975
Alta.	Mr. Roger Bourbonnais	Edmonton	1974
	Mr. Gordon Lyle Flynn	Medicine Hat	1974
B.C.	Mrs. May Brown	Vancouver	1974
	Mr. Robert Hall	Salmon Arm	1975





ORGANIZATION	TRAINING PROGRAMS		ADMINISTRATION		T O T A L S	
	1970/71	1971/72	1970/71	1971/72	1970/71	1971/72
Association Canadienne des Centres de Loisirs	14,530	-	-	-	14,530	-
Boys' Clubs of Canada	21,631	23,770	24,500	23,730	46,131	47,500
Boy Scouts of Canada	14,563	36,090	-	-	14,563	36,090
Canadian Camping Association	9,567	28,723	-	1,938	9,567	30,661
Guides Catholiques du Canada	20,550	6,284	15,000	6,500	35,550	12,784
Girl Guides of Canada	26,900	-	-	-	26,900	-
Canadian Association for Health, Physical Education and Recreation	-	-	13,194	13,844	13,194	13,844
Canadian Association for the Mentally Retarded	-	36,500	-	-	-	36,500
Canadian Parks and Recreation Association	3,500	9,000	17,500	16,043	21,000	25,043
Les Chantiers de Montréal	15,000	-	-	-	15,000	-
Les Scouts du Canada	24,050	26,500	-	-	24,050	26,500
Canadian Ski Patrol System	8,000	-	-	-	8,000	-
Young Men's Christian Association	19,000	19,500	-	-	19,000	19,500
Canadian Countil of Y.M.H.A.'s and Jewish Community Centres	7,500	-	-	-	7,500	-
Royal Canadian Legion	3,000	-	-	-	3,000	-
Canadian Medical Association	3,000	-	-	-	3,000	-
Canadian Academy of Sports Medicine	4,415	-	-	-	4,415	-
Committee on the Sociology of Sport	-	10,000	-	-	-	10,000
Canadian Society of Recreation Educators	-	3,000	-	-	-	3,000
Weymouth Falls Community Council	-	3,000	-	-	-	3,000
Recreation Project 80	-	9,000	-	15,000	-	24,000
British Columbia Recreation Association	-	6,000	-	-	-	6,000
Canadian National Institute for the Blind	-	3,500	-	-	-	3,500
Canadian Council for Co-operation in Aquatics	-	4,000	-	-	-	4,000
	195,206	224,867	70,194	77,055	265,400	301,922



## ANNUAL REPORT - 1971/72

## GRANTS TO SPORT GOVERNING BODIES

ORGANIZATION	NATIONAL CHAMPIONSHIPS			INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		T O T A L S	
	1970-71	1971/72	1970-71	1971/72	1970-71	1971/72	1970-71	1971/72	1970-71	1971/72	1970-71	1971/72	1971/72
Cdn. Federation of Amateur Aquatics	-	-	-	-	13,882	12,480	2,238	-	4,200	15,800	20,320	28,280	
Cdn. Badminton Association	23,460	28,901	-	6,290	-	3,544	-	1,826	2,768	16,392	26,228	56,953	
Cdn. Federation of Amateur Baseball	39,834	37,534	11,138	6,715	-	1,642	918	922	3,359	15,842	55,249	62,655	
Cdn. Amateur Basketball Association	28,620	26,620	9,580	-	13,410	23,035	27,370	-	2,776	16,212	81,756	65,867	
Cdn. Canoe Association	22,249	43,168	4,037	11,728	5,341	-	-	-	1,260	14,011	32,887	68,907	
Cdn. Cycling Association	-	-	-	9,730	8,275	13,277	600	7,540	2,500	16,048	21,816	75,337	
Cdn. Amateur Diving Association	10,441	28,742	-	-	4,500	7,462	500	15,000	2,700	6,112	23,300	78,835	
Cdn. Amateur Football Association	12,000	22,461	3,600	27,800	-	-	-	316	3,152	16,482	3,152	31,116	
Cdn. Amateur Golf Association	-	14,318	-	-	-	-	-	-	-	3,327	2,970	16,668	
Royal Cdn. Golf Association	-	-	2,970	13,341	-	-	-	-	4,169	15,204	12,049	30,889	
Cdn. Ladies Golf Association	5,930	10,772	1,950	4,913	-	-	-	-	1,452	16,086	32,879	53,301	
Cdn. Gymnastics Federation	20,916	31,837	9,911	2,352	-	3,026	600	-	-	-	-	-	
Cdn. Amateur Hockey Association	-	-	654	-	-	-	1,660	2,251	4,419	14,868	6,733	17,119	
Cdn. Field Hockey Association	12,016	16,443	-	8,617	-	-	-	-	3,860	13,978	15,876	39,038	
Cdn. Women's Field Hockey Association	14,977	16,338	-	10,793	-	1,700	-	-	2,769	3,039	17,746	31,870	
Cdn. Lacrosse Association	18,370	12,836	-	2,680	-	-	275	-	2,318	15,430	20,963	30,946	
Cdn. Association of Amateur Oarsmen	13,750	12,870	-	11,775	9,200	-	-	12,439	4,550	14,939	27,500	52,023	
Shooting Federation of Canada	29,700	53,069	10,012	2,997	-	-	3,300	-	1,151	19,579	44,163	75,645	
Cdn. Figure Skating Association	16,000	-	6,260	-	1,780	350	-	42,531	3,230	12,000	27,270	54,881	
Cdn. Amateur Ski Association	-	-	-	-	-	-	180,964	200,000	-	12,000	180,964	212,000	
Cdn. Water Ski Association	8,454	13,482	2,570	5,020	4,000	1,600	-	1,435	2,415	15,768	17,439	37,305	
Cdn. Soccer Association	26,288	24,090	18,500	-	-	-	-	475	2,242	15,886	47,030	40,451	
Cdn. Amateur Softball Association	53,520	64,565	12,305	22,460	-	1,000	844	456	2,956	18,533	69,625	107,014	
Cdn. Amateur Swimming Association	107,300	45,000	3,375	6,253	17,400	-	1,500	572	21,650	3,656	151,225	55,481	
Cdn. Synchronized Swimming Association	16,547	17,272	9,300	3,082	-	-	-	-	2,332	5,322	28,179	25,676	
Cdn. Lawn Tennis Association	32,971	25,438	11,467	876	-	-	-	-	1,870	13,950	46,308	40,264	
Cdn. Table Tennis Association	7,634	17,457	5,065	-	-	-	-	-	2,554	13,642	15,253	31,099	
Cdn. Track and Field Association	100,371	88,229	12,550	25,500	-	-	5,250	2,500	3,524	15,866	121,695	132,095	
Cdn. Volleyball Association	-	102,896	-	-	-	12,560	-	600	-	18,306	-	134,362	
Cdn. Amateur Wrestling Association	29,344	64,744	559	10,584	2,480	2,570	-	1,893	3,377	19,154	35,760	98,945	
Cdn. Yachting Association	16,382	13,990	10,356	10,600	-	-	600	-	3,570	14,028	30,908	38,618	
Federation of Cdn. Archers	2,683	-	-	2,800	-	-	-	-	1,025	2,500	3,708	5,300	
Cdn. Amateur Bobsleigh and Luge Association	-	-	4,500	-	-	2,100	-	-	-	-	4,500	2,100	
Cdn. Lawn Bowling Council	3,489	3,256	-	-	-	-	-	-	-	1,159	3,489	4,415	
Cdn. Ten-Pin Federation	-	-	-	1,492	-	-	-	-	828	918	828	2,410	
Cdn. Cricket Association	4,365	-	-	7,015	-	-	-	-	435	947	4,800	7,962	





## ANNUAL REPORT - 1971/72

## GRANTS TO SPORT GOVERNING BODIES (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS			INTERNATIONAL MEETS			TRAINING PROGRAMS			SPECIAL PROGRAMS OR EVENTS			ADMINISTRATION			TOTALS		
	1970/71	1971/72	1971/71	1970/71	1971/72	1971/72	1970/71	1971/72	1971/72	1970/71	1971/72	1971/72	1970/71	1971/72	1971/72	1970/71	1971/72	1971/72
Cdn. Fencing Association	7,662	721	6,836	-	-	-	-	-	-	3,918	-	-	1,640	2,504	20,056	3,225		
Cdn. Handball Association	5,030	7,733	-	-	-	-	-	-	-	-	-	-	1,120	2,152	6,150	9,885		
Cdn. Team Handball Association	8,950	-	-	-	2,930	-	-	5,550	-	600	-	-	-	5,118	9,550	13,598		
Cdn. Kodokan Black Belt Association	11,305	9,923	-	-	5,404	-	-	-	-	-	-	-	-	2,139	11,305	17,466		
National Karate Association	2,076	-	-	-	1,697	-	-	-	-	-	517	-	931	-	3,007	2,214		
Cdn. Pony Club	4,396	-	-	-	-	-	-	-	-	-	-	-	757	1,441	5,153	1,441		
Cdn. Sport Parachuting Association	6,313	1,934	-	-	-	-	1,800	1,596	-	-	2,620	-	3,150	5,835	11,263	11,985		
Cdn. Rugby Union	12,262	7,033	-	-	5,860	-	-	-	-	800	-	-	1,332	2,920	14,394	15,813		
Soaring Association of Canada	5,826	-	-	-	-	-	-	-	-	-	-	-	-	-	5,826	-		
Cdn. Amateur Speedskating Association	4,993	2,353	2,822	-	-	-	-	11,278	-	-	-	-	971	3,051	8,786	16,682		
Cdn. Water Polo Association	9,000	4,048	2,925	3,660	-	-	2,920	450	-	1,200	8,200	-	1,425	2,001	17,470	18,359		
Cdn. Weightlifting Association	3,817	1,669	-	-	-	-	-	-	-	-	415	-	1,182	2,064	4,999	4,148		
Amateur Athletic Union of Canada	-	-	-	-	-	-	-	-	-	-	-	-	4,472	-	4,472	-		
Cdn. Intercollegiate Athletic Union	-	43,344	35,000	8,775	-	-	-	-	-	1,200	-	-	-	12,000	36,200	64,119		
Cdn. Intercollegiate Athletic Union (Women)	19,672	25,457	-	-	-	-	-	10,600	-	-	556	-	-	-	19,672	36,613		
Cdn. Olympic Association	-	-	-	-	-	-	-	-	-	3,600	323,054	-	27,179	10,000	30,779	333,054		
Cdn. Federation of Provincial Schools Athletic Association	-	-	-	-	-	-	-	-	-	-	-	-	1,469	8,348	1,469	8,348		
Cdn. Federation of Silent Sports	-	-	1,575	-	-	-	-	-	-	-	-	-	750	-	2,325	-		
Cdn. Amateur Sports Federation	-	-	-	-	-	-	-	-	-	-	9,700	-	14,000	43,314	14,000	53,014		
Cdn. Wheelchair Sports Association	6,165	11,967	-	-	8,946	-	1,860	-	-	-	-	-	1,330	1,957	9,355	22,870		
Cdn. Amateur Boxing Association	4,790	24,069	-	-	16,153	-	8,590	2,070	-	600	1,940	-	5,257	20,208	19,237	64,440		
Coaching Association of Canada	-	-	-	-	-	-	-	-	-	-	56,500	-	-	12,000	-	68,500		
Cdn. Curling Association	-	6,500	-	-	-	-	-	-	-	-	-	-	-	2,775	-	9,275		
Cdn. Ladies Curling Association	-	-	-	-	-	-	-	-	-	-	-	-	-	3,470	-	3,470		
Cdn. Horse Shows Association	-	-	-	-	-	-	-	-	-	-	6,500	-	-	-	-	6,500		
Cdn. Orienteering Federation	-	-	-	-	-	-	-	-	-	-	-	-	-	896	-	896		
Cdn. Squash Racquets Association	-	462	-	-	4,238	-	-	-	-	-	-	-	-	266	-	4,966		
Association of Cdn. Underwater Councils	-	-	-	-	-	-	-	-	-	-	-	-	-	1,498	-	1,498		
Academy of Sports Medicine	-	-	-	-	-	-	-	-	-	-	1,500	-	-	4,068	-	5,568		
Cdn. Association of Sport Sciences	-	-	-	-	-	-	-	-	-	-	1,398	-	-	5,282	-	6,680		
	789,868	983,541	199,817	273,076	95,438	117,890	238,537	703,656	166,376	572,291	1,490,036	2,650,454						



ANNUAL REPORT 1971/72

SPECIAL PROJECTS

Organization	1970/71	1971/72
Alberta Indian Association	65,000	75,000
British Columbia Indian Association	-	51,000
Manitoba Indian Association	8,725	48,237
Quebec Indian Pow-Wow	-	6,871
Saskatchewan Indian Association	-	72,000
Newfoundland	-	47,200
Prince Edward Island	-	56,670
Nova Scotia	-	77,404
New Brunswick	-	100,410
Yukon Territory	11,000	50,500
North-West Territories	75,640	25,000
Quebec Winter Games	10,000	-
1971 Winter Games	530,000	124,113
1972 Arctic Winter Games	-	125,000
1973 Summer Games	-	225,000
Ski Du Quebec	-	1,500
Coaching Canada	15,000	-
British Commonwealth Games Society of Canada	35,000	-
Friends of the Society (1969 Summer Games)	15,421	-
Garibald Olympic Development Association	52,000	-
Gymnastics International Tournament (Hosting)	20,000	-
III World Rowing Championships	114,000	-
World Wrestling Championships	51,838	-





ANNUAL REPORT 1971/72

SPECIAL PROJECTS

Organization	1970/71	1971/72
Sports Participation Canada	-	200,000
Hockey Canada	476,227	175,000
Hamilton Chamber of Commerce (Artificial Turf)	-	50,000
Sports Hall of Fame	10,000	30,000
Sail Canada	-	17,500
Calgary Stampede Sports Exhibition	-	124,928
Canada Fitness Award	100,606	163,809
Cross-Canada Sports Demonstration	68,400	-
Sports Demonstrations and Exhibitions	-	82,810
Administrative Centre for Sports and Recreation	430,976	671,146
Sport Caravan	-	49,974
Recreation Facilities Survey	-	78,105
Athletic Scholarships	93,000	1,058,721
Graduate Scholarships	52,450	14,000
Research Grants	<u>80,818</u>	<u>65,777</u>
	<u>\$2,316,101</u>	<u>\$3,867,675</u>



ANNUAL REPORT 1971/72

FEDERAL-PROVINCIAL AGREEMENT

<u>PROVINCE</u>	<u>ALLOCATION</u>		<u>GRANTS</u>	
	1970/71	1971/72	1970/71	1971/72
Newfoundland	29,863	-	29,863	-
Prince Edward Island	26,039	-	26,039	-
Nova Scotia	32,214	-	32,214	-
New Brunswick	30,911	-	30,911	-
Quebec	81,676	-	81,676	-
Ontario	95,992	-	95,992	-
Manitoba	34,245	-	34,245	-
Saskatchewan	34,027	-	34,027	-
Alberta	39,854	-	39,854	-
British Columbia	44,726	-	44,726	-
Northwest Territories	25,302	-	25,302	-
Yukon	25,151	-	25,151	-
	500,000	-	500,000	-









# Fitness and Amateur Sport Branch

*annual report 1972-73*

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Health and Welfare  
Canada

Santé et Bien-être social  
Canada





His Excellency the Right Honourable Roland Michener,  
Governor General and Commander-in-Chief of Canada

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to present to Your Excellency  
the Annual Report of the Fitness and Amateur Sport Directorate for  
the Fiscal Year ended March 31, 1973.

Respectfully submitted,

MARC LALONDE  
Minister of National Health and Welfare



Honourable Marc Lalonde  
Minister of National Health and Welfare

Sir:

We have the honour to submit the Annual Report for the Fitness and Amateur Sport Directorate for the Fiscal Year 1972-1973.

Respectfully submitted,

Maurice LeClair, M.D.  
Deputy Minister  
of National Health

A.W. Johnson  
Deputy Minister  
of National Welfare





## FITNESS AND AMATEUR SPORT DIRECTORATE

### ANNUAL REPORT 1972-73

The 1972-73 fiscal year was a year of transition for the Fitness and Amateur Sport program. During the previous year the former Minister of National Health and Welfare, the Honourable John Munro, announced that the program would be divided as follows: Sport Canada, which would concentrate its efforts on competitive sport at the national and international level; and Recreation Canada, which would be concerned with the development of recreation and physical activity for leisure time. This year, agreement was reached to formalize the broad outlines of this structure. While Directorate staff continued to be concerned with the competitive abilities of Canadian athletes in sports events, increased emphasis was given to developing the physical fitness capacities of the Canadian people at large. It is believed that the aims of competitive excellence and participation in physical activity for leisure complement one another. Symbolic of this was the awarding last February of the program's one millionth Canada Fitness Award to a 14-year-old, Jean Yves Brisson, by Prime Minister Trudeau. That same day Karen Magnussen was crowned in Bratislava, Czechoslovakia, as the 1973 World's Ladies Figure Skating Champion.

During the year approximately \$11.2 million was spent on Fitness and Amateur Sport programs: \$6.55 million to Sport Canada, and \$2.3 million to Recreation Canada. Most of the rest was spent on programs for summer students (\$1.2 million) and the Administrative Centre for Sport and Recreation. Of great importance, however, was the announcement in the Speech from the Throne in early January that the Fitness and Amateur Sport program would be greatly expanded so that by 1975 \$20 million annually would be available for its activities. The basis for an expanded program which places great emphasis on fitness and mass participation can be found in the recommendations of a 10-year Master Plan that was accepted by the National Advisory Council on Fitness and Amateur Sport in June 1972. That plan emphasized the growing need to consider fitness as a preventive health measure and linked this with the challenge presented by the 1976 Olympics and Canada's athletic participation in that event.

By the end of the year agreement had been reached to establish a Fitness and Amateur Sport Branch under the direction of an Assistant Deputy Minister. This branch will encompass Sport Canada and Recreation Canada as well as a Finance and Administration section. The branch head will report to the Deputy Minister of National Health. It is hoped that this transfer of the responsibilities of sport and recreation to the health side of the department will facilitate better co-ordination with other lifestyle oriented programs such as those concerned with drug abuse and smoking, which have a bearing on fitness.

Speaking at the University of Lethbridge on March 24, 1973, the Honourable Marc Lalonde stated that he believed that a totally new game was underway for fitness and amateur sport in Canada. The year marked the beginning of this new thrust. While many of the traditional programs and grants structures remained and the Directorate was involved in such spectacular international sporting events as the Munich Olympics and the Canada-Russia Hockey series, a National Fitness Conference was convened in December which was of importance to the increased emphasis on fitness. The groundwork that was laid during 1972-73 which resulted in a new structure and the promise of greatly increased funds will be of importance in meeting the challenges of the 1976 Olympics and of the increased amount of leisure time available to Canadians in the '70s and the '80s.

## SPORT CANADA

### Sports Governing Bodies

Assisting the private sport associations has been one of the long-term objectives of this program. Primarily this is done through the facilities of the Administrative Centre for Sport and Recreation and through the availability of grants for such things as national championships and training programs. During the year increased attention was given to preparation of coaching and technical development programs.

#### 1. The Administrative Centre for Sport and Recreation

The Administrative Centre for Sport and Recreation provides services for 37 resident national sport governing

bodies and 26 nonresident national associations.

The services include: French and English translation, bookkeeping, reproduction, mailing, graphics, film maintenance, news clippings, purchasing, secretarial services, computer, library, conference facilities, public relations and management consultation and planning. Office space and the salaries and travelling expenses of the executive directors of the resident associations are also provided.

Four new associations took up residence at the Centre in 1972. They are the Canadian Academy of Sport Medicine, Canadian Youth Hostels Association, Canadian Federation of School Athletic Associations, and the Canadian Horse Council. Eight new technical directors were added as well.

During the year the Centre initiated publication of a bi-monthly newspaper and a sport art collection with both projects being funded by the private sector.

A computer was added to the service area to facilitate new programmes of associations.

Included in the services of the Centre is the Sport Caravan which completed a cross-Canada tour, visiting some 79 communities. An administrative centre on wheels, it is designed to assist community sports leaders in acquainting themselves with the latest techniques relating to the technical and administrative areas of sports.

The support staff numbers 68 persons. Sport Canada provided \$915,867 to the Administrative Centre during the year.

## 2. Grants to Sport Governing Bodies

Grants totalling \$3,177,872 were made to assist 67 national sport governing bodies during the year. Federal funds are given mainly on the principle of self-help; grants are designed to encourage the strengthening of administrative structures, expand the quality and quantity of leadership and develop competitive programs. Primarily, funds provide travel assistance to national and international competitions and executive meetings, as well as for training programs and administrative purposes.



National championships still take top priority for most sport governing bodies with approximately 33% of the grants being used for this purpose. Sport Canada contributes very substantially to the travel costs of athletes to ensure that these championships can be truly national in their scope. During 1972-73, 42 national sport governing bodies received \$1,115,442 for this purpose.

A total of \$854,118 was received by 63 sport associations for administrative purposes. This included salaries for executive and technical directors as well as for travel to executive meetings, annual general meetings and international meetings. Sport Canada pays 100% of the travel costs for such meetings so that they will be truly representative. Approximately 27% of the grants to national sport governing bodies were used for this purpose.

Other areas for which such grants were given were: international meets (17%) training programs (12%) and Special Events (11%). Details concerning these grants can be found in the tables of the Appendix.

#### Coaching and Technical Development

Canadian athletes have had difficulty in achieving success at international events such as the Olympics due, in part, to the fact that they have lacked the technical knowledge that their competitors have had. It is believed within Sport Canada that the strengthening of the coaching profession, coupled with the development of good technical programs, is a must if Canadian athletes are to be successful in 1976. As a consequence two years ago the Canadian Coaching Association was established. Last year a Technical Directors' program was announced and during the year eight sport governing bodies acquired a technical director through the assistance of the Department, which pays their salaries and travel expenses. Acting as the technical advisors to their sport, they are responsible for formulating imaginative coaching development programs and organizing creative educational materials which promote the technical aspects of their particular sport.

As a result of the Olympic '76 Development Conference held in October 1971, each national sport governing body was asked to submit a plan for Olympics development. Because of the demands that will be made on every level of

government throughout the country, co-ordination is extremely important. Thus a Sport Co-ordinating Committee was set up in March 1973 to review these plans and decide on the allocation of responsibilities in order to prevent overlap. This committee is made up of representatives from the Olympic Trust, the Canadian Olympic Association, Sport Canada, and the provinces. It has formed a technical sub-committee which is reviewing the technical merits of the plans submitted by the sports governing bodies.

### Intensive Care

The Intensive Care program was set up in 1972 to provide extra money to those athletes who had definite medal potential for the 1972 Olympics to help them obtain extra coaching and seasoning through competition in a greater number of competitive events. For example the Canadian Amateur Swimming Association received \$13,000 which it used to defray extra pool rental costs, additional coaching costs and the costs of travel to a greater number of international competitions. Two Canadian swimmers who participated in this program, Leslie Cliff and Bruce Robertson won silver medals in Munich. They, along with Karen Magnussen and Toller Cranston are among some forty athletes who have received Intensive Care grants. While a good deal of Sport Canada's grants are used to strengthen existing structures, this program is one way in which funds are channelled directly to the athletes.

### Student-Athletes Grants-in-Aid

The Student-Athletes Grants-in-Aid program was first established in 1970-71 to help offset the perennial problem that Canadian athletes faced in pursuing their education while satisfying the demands of training and competition. The idea behind the scheme is to enable the athlete to continue his training during the summer months instead of trying to hold a full-time summer job to meet his educational expenses in the fall and winter. To qualify a recipient must attend a Canadian educational institution and have his athletic abilities attested to by his sport governing body. The final decision on the 684 recipients for 1972-73 from the over 3,000 applicants was made by a National Selection Committee. Twenty-nine athletes received awards of \$2,000 which are renewable for four years while another 9 received \$1,800 each renewable for one year. The remainder received awards of \$600, \$1,200 and \$1,800 depending on whether they



attended a high school, community college or university. In all, they represent 47 amateur sports in Canada.

There were two special features about this year's Grant-in-Aid program. Seventy awards were made specifically to the Atlantic provinces whose recipients were required to attend a special summer course held at Dalhousie University. Hockey Canada awarded 100 grants to boys with outstanding academic and athletic records.

The program received and expended \$1 million from the Government's summer student employment program.

### International Events

#### 1. Summer Olympic Games - Munich

Canada sent its largest team ever to the Munich Olympic Games. Approximately 225 athletes competed, returning with two silver and three bronze medals. This represented a slight decline from the Games in Mexico in 1968, and it was the second time since 1948 when no gold medals were won. Nevertheless the overall objective of improved performances was attained. Canadian athletes broke a number of World and Olympic records, notably Glenda Reiser who finished second to Russia's Ludmilla Bragina in a 1,500 meter preliminary in an excellent time.

Sport Canada gave a grant of \$217,978 to the Canadian Olympic Association towards the travel and accommodation costs of the team. The Government has been making such grants to Canadian Olympic teams since 1920. In preparation for the Montreal Olympics in 1976, a large contingent of Canadian officials attended the Games to obtain information on all aspects of their organization and administration. Sport Canada personnel assisted them in these efforts.

#### 2. Canada - Russia Hockey Series

Perhaps no other event in recent sports history has captured the imagination and interest of the Canadian people as did the eight-game hockey series that was played between Canadian professionals and the Russian national team last September. It was a series marked by the surprising power of the Russian team and the tremendous comeback of the Canadian team during the last three games played in Moscow.

Hockey Canada had the prime responsibility for the management of the series. The Director of Sport Canada participated in the negotiations that brought the agreement for the series in March 1972.

### 3. Pan-Pacific Games, June 1973

In 1969 the Canadian Track and Field Association applied in Tokyo to host the Pan-Pacific Conference Games. The participating countries include Japan, Australia, New Zealand, the United States and Canada. Although relatively new as an international sports event, it is rapidly becoming important in the track and field world being staged during the "off-year" for other major events as the British Commonwealth Games, the Pan American Games and the Olympics.

The Games were held at the Etobicoke Centennial Park Stadium, in Toronto during June 27 and 28, 1973. A number of satellite meets were held throughout the country during the month of July. A five-part agreement was signed by the Minister in March involving the Government of Canada, the Province of Ontario, the Municipality of Toronto, the Canadian Track and Field Association and the Pacific Conference Games Committee. Sport Canada is committed to contribute \$100,000 over 1972-73 and 1973-74 toward the estimated total costs of \$318,800 for the event.

#### Canada Games - Burnaby-New Westminster

The 1973 Summer Canada Games will mark the fourth time that this event has been held alternating winter and summer since 1967. Possibly one of Sport Canada's more successful programs it draws together some 3,500 athletes between the ages of 16 and 20 who have been organized into provincial teams competing in 16 different sports.

The 1973 Summer Games will be held in the two municipalities of Burnaby - New Westminster, British Columbia from August 3 to August 12th. A five-part agreement was drawn up in 1971 which Sport Canada was required to contribute \$1,229,000 which represents 100% of the operating costs. This includes the costs of the travel for the provincial teams. Sport Canada will also pay \$540,000 which is 1/3 of the capital costs of the games. To date Sport Canada has contributed \$810,775.

### Hockey Canada

Hockey Canada, established in 1969 from the recommendations of the Task Force on Sports, continued to work throughout the year to foster the game. While the handling of the Canada-Russia Hockey Series was its best known endeavour, Hockey Canada Developmental Program continued. This included the scholarships, skills improvement for minor players and coaching certification.

### Cross-Canada Sport Exhibition Program

This program is primarily designed to establish avenues for promotion and communication between the communities and the sport and recreation associations through active participation in fairs and exhibitions. This is done by providing technical advice and financial assistance to interested communities, staffing and equipping exhibits, providing modern audio-visual aids, and operating a testing centre for the Canada Fitness Award.

Through the summer, displays and demonstrations were set up at the Wyack Festival in New Westminster, Saskatchewan in Saskatoon, the Manisphere in Winnipeg, and the CNE in Toronto, plus several other fairs. The exhibits were staffed by Sport Canada personnel and approximately fifty local high school students hired for the duration of each exhibition through the Government's summer student employment program.

### Summer Sport '72

"Get to the young people and introduce them to as many sports as possible." This was the main theme behind the Summer Sport '72 program which operated in the National Capital Region from July 5 to September 1. The idea was to have young people discover and experience participation and sportsmanship through casual sports programs and influence a change in their attitude toward physical activity. One main vehicle for the program was the use of special event days.

Summer students made up most of the staff of the program and the active support of the local sports organizations was secured. These organizations also provided the experts who gave much of the instruction and demonstrations in the program.



### Facilities

Since the establishment of the Fitness and Amateur Sport Act, it has been a policy of the program not to provide funds for the installation of capital equipment and facilities. It has been felt that funds have a greater impact if emphasis is given to program development. Yet the problem of a lack of good facilities for sport and recreation programs has remained and a number of exceptions to this rule have evolved.

The Canada Games and the Pan American Games have been used to improve and expand the number of sport facilities available in the nation. As the Minister indicated during his speech on March 24, 1973, other avenues for the establishment and improvement of sport and recreation facilities are currently being explored.

### Regional Offices

During the past year and a half, regional offices of the Directorate have been maintained in Vancouver and Winnipeg to strengthen contact with the provincial and local authorities operating recreation and amateur sport programs. The Vancouver office covers British Columbia, Alberta and the Yukon and Northwest Territories, the Winnipeg office covers Saskatchewan and Manitoba. Basically they look after the Department's interests in the administration of major athletic events occurring in their locale such as the Summer Games in Burnaby - New Westminster, British Columbia, and in establishing active relationships with provincial sports governing bodies and provincial governmental authorities. They also act as a source of information for the program.

A desk is maintained in Ottawa for liaison with the Maritime provinces.

### Consultant Services

The prime responsibility of the consultant services involves a close working relationship with some seventy national organizations conducting the many sports and recreation programs which currently receive federal support. This includes advice on the continuing programs of the associations and assessment of projects for which federal assistance has been provided. The consultants provide a direct link between

the Government and the sports and recreation programs in Canada. It is believed that each consultant's knowledge of the broad spectrum of needs and developments in recreation and amateur sports in Canada provides a valuable background which can be applied to problems and plans as they develop.

### Information Program

This program has as its objective the dissemination to the Canadian public of information relating to the Fitness and Amateur Sport Program and the services it provides. This is accomplished through the use of a wide variety of public relations methods. Press releases are prepared on items of national interest and interpretive articles are written for various magazines and journals. Displays are prepared and exhibited at national events which feature sports and recreation activities. A clearinghouse service is maintained for information on fitness, recreation and amateur sport in Canada. A calendar of national sports events is published three times each year listing the locations and dates of clinics, championships, annual meetings and international events attended by Canadians. From time to time radio programs and television clips are prepared on aspects of the program.

## RECREATION CANADA

### A. SPECIAL GRANTS TO PROVINCES AND TERRITORIES

Up until 1971, the Government had agreements with the provinces for the purpose of carrying the fitness and amateur sport program to the grassroots. It was agreed that by 1971 a sufficient base had been reached in most provinces and as a result, federal funding ceased except to those areas which remained in need of special assistance. In the fiscal year 1972-73, Recreation Canada made grants in the following areas:

#### 1. Nova Scotia - \$92,775

The grant was made to assist Sport Nova Scotia, to conduct an Atlantic Region Basketball Clinic for coaches, to host a leadership sport symposium, to appoint two full-time



and two part-time Provincial Directors plus a research assistant to establish a hostelling program in Nova Scotia.

2. New Brunswick - \$85,300

The grant was made to assist the New Brunswick Sports Federation, a leadership institute for French-speaking coaches, an Atlantic Provinces figure skating clinic for coaches, developmental programs for coaches and officials, and to appoint fifteen part-time Provincial technical directors on an experimental basis.

3. Newfoundland - \$68,500

The grant was made for assistance to the Newfoundland Sports Federation, for an Atlantic region ski clinic for coaches, for the appointment of five part-time provincial coaches on an experimental basis and for the development of pilot recreation and sport projects in Labrador.

4. Prince Edward Island - \$53,900

The grant was made to assist the Prince Edward Island Sports Federation, to host an Atlantic Provinces volleyball clinic for coaches, to support a pilot recreation program in rural areas of the province and to appoint three part-time Provincial coaches on an experimental basis.

5. Yukon Territory - \$50,000

The grant was made to assist with the Territorial Government Recreation and Sport Service; appointment of six portable pool managers; assistance to Yukon sports and recreation groups to operate programs; assistance for program development; and to assist the Territorial Experimental Ski Training (TEST) program.

6. Northwest Territories - \$62,500

The grant was made to assist with leadership training schools in a number of sports; assistance to a dog sleigh race; and to assist the Territorial Experimental Ski Training (TEST) program.

## B. ASSISTANCE TO INDIAN ASSOCIATIONS

During this fiscal year Recreation Canada gave grants to four Indian Associations totalling \$312,779.

### 1. Alberta - \$103,254

The Indian Association of Alberta (INSPOL) received a grant to assist with the appointment of one director, six field workers, three resource persons, in-province travel expenses and program development.

### 2. Saskatchewan - \$95,000

A grant to the Federation of Saskatchewan Indians was made to support one director, five field workers, in-province travel and program assistance.

### 3. Manitoba - \$75,000

The Manitoba Indian Brotherhood grant supported one director, four field workers, in-province travel and program assistance.

### 4. British Columbia - \$35,000

The Union of British Columbia Indian Chiefs received a grant to provide field workers, in-province travel and program assistance.

### 5. National Indian Association - \$4,525

The National Indian Association received a grant to assist with a National Conference for Provincial Indian Recreation Directors.

## C. GRANTS TO NATIONAL AGENCIES

Program-operating agencies received grants totalling \$464,432 from Recreation Canada during the year. Federal funds for leadership training and for fitness programs have continued to increase over the past year. The national agencies received, this year, \$464,432 against \$301,922 in 1971-72. Leadership training and fitness programs received strong emphasis. The national agencies and this Government

feel that competent leadership is one of the most important keys to program development. There is no doubt that leadership training, made possible by this assistance, has had a positive effect in increasing the quality and quantity of recreation and agency programs. The agencies receiving grants are listed in the tables of the Appendix.

#### D. FITNESS PROGRAM

In the fall of 1972 two recreation consultants joined Recreation Canada for the purpose of assisting with the development of fitness programs throughout Canada.

The first major project was the National Conference on Fitness and Health and the recommendations of the Conference served as guidelines for the fitness support program.

Recreation Canada is directing its attention to four major areas of concern in physical fitness.

##### 1. Information and Education Resources

This area of the program is providing information on fitness to individuals, groups and agencies; developing booklets, pamphlets, movies etc.

##### 2. Leadership Development

Workshops are planned for professionals such as physicians, public health nurses and physical educators to keep them informed on the changing trends in fitness and exercise.

##### 3. Physical Testing

A major thrust is being made in the area of a self physical fitness testing program for Canadians.

##### 4. Consulting Services

This function is expressed in a multitude of cooperative relationships with national bodies, provinces, private associations, government departments, etc.

E. SPORT PARTICIPATION CANADA

Since the inception of Sport Participation Canada in 1971, and using the motto "PARTICIPaction" the program continues to grow at a rapid pace, making Canadians aware of the importance of physical activity.

During the year Recreation Canada granted \$400,000 to help defray the operating costs of the corporation.

Canada Fitness Award

The Canada Fitness Award was developed and launched in October 1970 and is based on six fitness performance tests which give boys and girls from 7 to 17 an overall picture of their general physical fitness.

The main objective of the program is to motivate Canadian youth to strive for excellence and reach higher levels of fitness which will pay dividends to them and Canada in the future.

Bronze, Silver and Gold crests are awarded on the basis of the degree of achievement. Boys and girls who demonstrate superior achievement receive the Award of Excellence crest.

This year some 700,000 boys and girls participated and Recreation Canada presented 600,000 crests.

In October, the one-millionth Canada Fitness Award crest was presented.

F. RECREATION RESEARCH

A National Study on the Supply and Demand for Sports and Recreation Facilities was conducted in the summer of 1971 and in the summer of 1972. These two phases of the study should be completed in the fall of 1973. Reports on these two phases, and the third phase expected in the fall of 1974, will provide the most exhaustive and complete data on socio-cultural and sports facilities in urban Canada as well as a data base for recreation planning and policy-making at all levels of government.

NATIONAL ADVISORY COUNCIL ON FITNESS  
AND AMATEUR SPORT

1972

Nfld.	Mr. Fred Tessier	Grand Bank
P.E.I.	Mr. John L. Evans	Charlottetown
N.S.	Dr. Allan J. Coles Dr. John E. MacDonnell	Halifax Antigonish
N.B.	Mr. Jean-Guy Robichaud	Caraquet
Que.	Mr. Philippe de Gaspé Beaubien (Chairman - Président) Mr. Marc Boivin Mr. Jean-Claude Boucher Dr. Daniel Boulet Miss Jocelyne Bourassa Mr. Pierre Charbonneau Mrs. Pauline Desrosiers Mrs. Mary Anne Laframboise Mr. Raymond Lanctôt	Montréal Chicoutimi Drummondville Sainte-Fou Shawinigan-Sud Montreal Saint-Jérôme Lucerne Montréal
Ont.	Mr. Ralph Bartolini Mr. Michael Doyle Mr. Jack Ferguson Mr. Murray R. Gaziuk Mr. William W. Johnson Mr. Frank A. Newman Mr. John C. Pelech Mr. James V. Rose Mrs. Marilyn Savage Mr. Carl Vipavec	Burlington Weston Thunder Bay Islington St. Thomas Windsor Hamilton Niagara Falls West Hill Toronto
Man.	Mr. Joe Sponarski	Portage la Prairie
Sask.	Mr. Lorne Strueby	Hoey
Alta.	Mr. Roger Bourbonnais Mr. Gordon Lyle Flynn	Edmonton Medicine Hat
B.C.	Mrs. May Brown Mr. Robert Hall	Vancouver Salmon Arm





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FITNESS AND AMATEUR SPORT

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ORGANIZATION	NATIONAL CHAMPIONSHIPS			INTERNATIONAL MEETS			TRAINING PROGRAMS			SPECIAL PROGRAMS OR EVENTS			ADMINISTRATION		TOTALS	
	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73
Association of Canadian Underwater Councils	-	-	-	-	-	-	-	-	-	-	-	-	1,498	6,276	1,498	6,276
Canadian Academy of Sports Medicine	-	-	-	-	-	-	-	-	-	1,500	-	-	4,068	12,888	5,568	14,488
Canadian Amateur Basketball Association	26,620	31,357	-	16,814	-	-	23,035	31,852	-	-	-	-	16,212	17,638	65,867	97,661
Canadian Amateur Bobsleigh and Luge Association	-	-	-	-	-	-	2,100	875	-	-	-	-	-	-	2,100	875
Canadian Amateur Boxing Association	24,069	27,266	16,153	-	-	-	2,070	1,643	-	1,940	-	-	20,208	20,404	64,440	49,313
Canadian Amateur Diving Association	22,461	-	27,800	1,976	-	-	7,462	16,689	-	15,000	-	-	6,112	1,034	78,835	19,699
Canadian Amateur Football Association	14,318	-	-	-	-	-	-	-	-	316	-	-	16,482	12,000	31,116	12,000
Canadian Amateur Hockey Association	-	-	-	-	-	-	-	-	-	2,251	1,922	-	14,868	16,593	17,119	18,515
Canadian Amateur Softball Association	64,565	63,500	22,460	-	-	-	1,000	611	-	456	-	-	18,533	19,933	107,014	84,044
Canadian Amateur Speed Skating Association	2,353	5,400	-	4,800	-	-	11,278	825	-	-	-	-	3,051	2,875	16,682	13,900
Canadian Amateur Swimming Association	45,000	58,394	6,253	33,114	-	-	31,932	572	-	572	-	-	3,656	9,600	55,481	133,040
Canadian Amateur Synchronized Swimming Association	17,272	55,578	3,082	2,956	-	-	-	567	-	-	-	-	5,322	8,821	25,676	67,922
Canadian Amateur Weightlifting	1,669	6,296	-	-	-	-	-	299	-	415	-	-	2,064	4,159	4,148	10,754
Canadian Amateur Wrestling Association	64,744	99,500	10,584	15,469	-	-	2,570	8,842	-	1,893	-	-	19,154	31,881	98,945	155,692
Canadian Association of Amateur Oarsmen	12,870	29,157	11,775	9,250	-	-	27,303	-	-	12,439	970	-	14,939	17,598	52,023	84,278
Canadian Association for Health, Physical Education and Recreation	-	-	-	-	-	-	-	-	-	-	-	-	-	13,370	-	13,370
Canadian Association of Sport Sciences	-	-	-	-	-	-	-	-	-	1,398	-	-	5,282	4,784	6,680	4,784
Canadian Badminton Association	28,901	29,722	6,290	18,646	-	-	3,544	-	-	1,826	3,720	-	16,392	17,009	56,957	69,097
Canadian Canoe Association	43,168	45,226	11,728	4,092	-	-	29,277	-	-	-	-	-	14,011	14,421	68,907	93,016
Canadian Cricket Association	-	-	7,015	1,158	-	-	-	-	-	-	-	-	947	2,209	7,962	3,367
Canadian Curling Association	6,500	7,418	-	-	-	-	-	-	-	-	-	-	2,775	4,009	9,275	11,427
Canadian Cycling Association	28,742	1,089	9,730	-	-	-	13,277	5,037	-	7,540	-	-	16,048	12,000	75,337	18,126
Canadian Federation of Amateur Aquatics	-	-	-	5,650	-	-	12,480	5,300	-	-	-	-	15,800	17,100	28,280	28,050

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## GRANTS TO AGENCIES, ORGANIZATIONS, INSTITUTIONS (SPORT CANADA), (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73
Canadian Federation of Amateur Baseball	37,534	26,306	6,715	11,650	1,642	1,250	922	-	15,842	16,975	62,655	56,181
Canadian Federation of Provincial Schools Athletics Association	-	-	-	-	-	-	-	8,050	8,348	6,000	8,348	14,050
Canadian Fencing Association	721	17,338	-	-	-	3,493	-	-	2,504	8,245	3,225	29,076
Canadian Field Hockey Association	16,443	12,200	8,617	-	-	1,137	-	-	13,978	16,626	39,038	29,963
Canadian Figure Skating Association	-	-	-	-	350	23,675	42,531	68,350	12,000	12,000	54,881	104,025
Canadian Gymnastics Federation	31,837	19,195	2,352	21,140	3,026	6,278	-	-	16,086	18,372	53,301	64,985
Canadian Handball Association	7,733	6,733	-	-	-	-	-	-	2,152	2,853	9,885	9,586
Canadian Horse Shows Association Inc.	-	-	-	-	-	-	6,500	-	-	-	6,500	-
National Equestrian Federation of Canada	-	-	-	-	-	19,280	-	-	-	-	-	19,280
Canadian Intercollegiate Athletic Union	43,344	45,000	8,775	-	-	-	-	-	12,000	15,544	64,119	60,544
Canadian Lacrosse Association	12,836	20,360	2,680	-	-	-	-	-	15,430	15,712	30,946	36,072
Canadian Ladies Curling Association	-	-	-	-	-	-	-	-	3,470	-	3,470	-
Canadian Ladies Golf Association	10,772	8,219	4,913	2,852	-	-	-	-	15,204	17,149	30,889	28,220
Canadian Ladies Lawn Bowling Association	-	1,590	-	-	-	-	-	-	-	575	-	2,165
Canadian Lawn Bowling Council	3,256	6,322	-	-	-	-	-	-	1,159	5,067	4,415	11,389
Canadian Lawn Tennis Association	25,438	27,825	876	3,182	-	-	-	-	13,950	15,041	40,264	46,048
Canadian Modern Pentathlon Association	-	-	-	-	-	1,720	-	-	-	500	-	2,220
Canadian Olympic Association	-	-	-	217,978	-	-	323,054	-	10,000	12,000	333,054	229,978
Canadian Orienteering Association	-	-	-	-	-	-	-	-	896	1,845	896	1,845
Canadian Pony Club	-	-	-	-	-	-	-	875	1,441	1,660	1,441	2,535
Canadian Rugby Union	7,033	16,994	5,860	-	-	-	-	-	2,920	4,373	15,813	21,367
Canadian Ski Association	-	5,802	-	3,308	-	22,250	200,000	200,000	12,000	27,250	212,000	258,610
Canadian Soccer Association	24,090	17,928	-	-	-	45,441	475	-	15,886	15,779	40,451	79,148
Canadian Sport Parachuting Association	1,934	-	-	1,169	1,596	1,200	2,620	-	5,835	-	11,985	2,369
Canadian Squash Racquets Association	462	532	4,238	-	-	-	-	-	266	3,078	4,966	3,610
Canadian Table Tennis Association	17,457	53,940	-	8,374	-	5,045	-	-	13,642	20,954	31,099	88,313

## ANNUAL REPORT 1972-73

## GRANTS TO AGENCIES, ORGANIZATIONS, INSTITUTIONS (SPORT CANADA), (Cont'd)

ORGANIZATION	NATIONAL CHAMPIONSHIPS		INTERNATIONAL MEETS		TRAINING PROGRAMS		SPECIAL PROGRAMS OR EVENTS		ADMINISTRATION		TOTALS	
	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73
Canadian Tenpin Federation	-	-	1,492	-	-	-	-	-	918	918	2,410	918
Canadian Team Handball Federation	-	5,684	2,930	-	5,550	3,312	-	-	5,118	157	13,598	9,153
Canadian Track and Field Association	88,229	85,000	25,500	50,300	-	19,378	2,500	-	15,866	17,325	132,095	172,003
Canadian Volleyball Association	102,896	41,500	-	20,000	12,560	-	600	-	18,306	16,079	134,362	77,579
Canadian Water Polo Association	4,048	28,250	3,660	-	450	18,935	8,200	-	2,001	8,250	18,359	55,435
Canadian Water Ski Association	13,482	12,326	5,020	6,000	1,600	770	1,435	-	15,768	15,082	37,305	34,178
Canadian Wheelchair Sports Association	11,967	12,327	8,946	19,418	-	-	-	-	1,957	2,874	22,870	34,619
Canadian Women's Field Hockey Association	16,338	13,340	10,793	2,950	1,700	1,074	-	-	3,039	5,493	31,870	22,857
Canadian Women's Intercollegiate Athletic Union	25,457	45,000	-	-	10,600	-	556	-	-	4,293	36,613	49,293
Canadian Yachting Association	13,990	31,189	10,600	22,100	-	16,824	-	-	14,028	20,576	38,618	90,689
Coaching Association of Canada	-	-	-	-	-	-	56,500	-	12,000	200,000	68,500	200,000
Federation of Canadian Archers	-	-	2,800	-	-	3,825	-	-	2,500	2,982	5,300	6,807
Federation of Silent Sports of Canada Inc.	-	8,666	-	-	-	-	-	-	-	4,083	-	12,749
Hockey Canada	-	-	-	-	-	-	175,000	47,000	-	-	175,000	47,000
Judo Canada	9,923	28,210	5,404	-	-	461	-	-	2,139	4,455	17,466	33,126
National Karate Association	-	-	1,697	-	-	-	517	-	-	-	2,214	-
Parks and Recreation Association of Canada	-	-	-	-	-	-	-	-	-	12,000	-	12,000
Royal Canadian Golf Association	-	16,720	13,341	31,187	-	-	-	-	3,327	4,403	16,668	24,310
Shooting Federation of Canada	53,069	41,043	2,997	-	-	2,656	-	-	19,579	13,393	75,645	57,092
Soaring Association of Canada	-	-	-	9,236	-	-	-	-	-	-	-	9,236
Sports Federation of Canada	-	-	-	-	-	-	9,700	-	43,314	17,555	53,014	17,555
	983,451	1,115,442	273,076	516,769	117,890	359,056	878,656	332,487	572,291	854,118	2,825,454	3,177,872



ANNUAL REPORT 1972/73SPORT CANADA  
SPECIAL GRANTSORGANIZATIONArtificial Turf  
City of Edmonton

Hamilton Chamber of Commerce  
Cdn. National Exhibition  
Pacific National Exhibition

Games

Arctic Winter Games, 1972 (Whitehorse, Y.T.)  
Canada Summer Games, 1973 (Burnaby-New Westminster, B.C.)  
Canada Winter Games, 1971 (Saskatoon, Saskatchewan)  
Canada Winter Games, 1975 (Lethbridge, Alberta)

Facilities

Arichat Recreation Association (Arichat, N.S.)  
Community Caravan of Sport (Richmond, P.E.I.)  
North End Arena, Inc. (St. Catharines, Ont.)  
Village of Morell, P.E.I.

Special Projects

Pan-Pacific Conference (Etobicoke, Ont.)  
Sail Canada  
Ski du Quebec  
Sports Hall of Fame

TOTAL

	<u>1971/72</u>	<u>1972/73</u>
	-	24,593
	50,000	-
	-	50,000
	-	50,000
	50,000	124,593
	125,000	4,533
	225,000	810,775
	124,113	-
	-	50,000
	474,113	865,308
	-	50,000
	-	50,000
	-	50,000
	-	25,000
	-	175,000
	-	50,000
	17,500	-
	1,500	-
	30,000	30,000
	49,000	80,000
	573,113	1,244,901

ANNUAL REPORT 1972/73

FITNESS AND AMATEUR SPORT

SPORT CANADA

STATUTORY - OTHER PAYMENTS

PROJECTS

	<u>1971/72</u>	<u>1972/73</u>
Calgary Stampede	124,928	-
Exhibition Projects	82,810	9,149
Administrative Centre for Sport and Rec.	671,146	915,867
Conferences:		
National Advisory Council		
Other (including N.A.C. 71/72)	59,169	19,870
Sport Caravan	49,974	3,604
Summer Olympics (Munich)	-	142,732
Information Material	-	41,789
Canada/Russia Hockey Series	-	17,015
Athletes Grants-in-Aid	1,058,721	1,002,946
Federal Services	318,988	295,618
TOTAL	<u>2,365,736</u>	<u>2,448,590</u>

ORGANIZATION	TRAINING PROGRAMS		ADMINISTRATION		TOTALS	
	1971/72	1972/73	1971/72	1972/73	1971/72	1972/73
Association des Scouts du Canada	26,500	28,000	-	9,161	26,500	37,161
Boys' Clubs of Canada	23,770	20,000	23,730	36,161	47,500	56,161
Boy Scouts of Canada	36,090	19,840	-	20,075	36,090	39,915
British Columbia Recreation Association	6,000	3,000	-	-	6,000	3,000
Canadian Association Health, Physical Education and Recreation	-	-	13,844	-	13,844	-
Canadian Association for the Mentally Retarded	36,500	-	-	-	36,500	-
Canadian Camping Association	28,723	17,352	1,938	25,538	30,661	42,890
Canadian Council for Co-operation in Aquatics	4,000	2,000	-	-	4,000	2,000
Canadian Cycling Association	-	-	-	4,265	-	4,265
Canadian National Institute for the Blind	3,500	-	-	5,000	3,500	5,000
Canadian Orienteering Federation	-	6,464	-	1,000	-	7,464
Canadian Parks/Recreation Association	9,000	-	16,043	30,440	25,043	30,440
Canadian Red Cross Society	-	-	-	21,349	-	21,349
Canadian Society of Recreation Educators	3,000	-	-	-	3,000	-
Canadian Youth Hostels Association	-	2,350	-	12,467	-	14,817
Committee on the Sociology of Sport	10,000	-	-	-	10,000	-
Girl Guides of Canada	-	20,356	-	-	-	20,356
Guides du Canada	6,284	-	6,500	-	12,784	-
Newfoundland/Labrador Parks/Recreation Association	-	-	-	6,000	-	6,000
Outward Bound	-	15,000	-	-	-	15,000
Project 80	9,000	-	15,000	15,000	24,000	15,000
Rideau Trail Association	-	-	-	1,750	-	1,750
Royal Life Saving Society	-	3,206	-	-	-	3,206
University of Ottawa (Faculty of Recreation)	-	-	-	8,013	-	8,013
University of Victoria	-	-	-	12,373	-	12,373
University of Western Ontario	-	-	-	3,000	-	3,000
Weymouth Falls Community Council	3,000	-	-	-	3,000	-
Young Men's Christian Association	19,500	25,000	-	41,857	19,500	66,857
Young Women's Christian Association	-	-	-	48,415	-	48,415
	224,867	168,568	77,055	301,864	301,922	464,432

ANNUAL REPORT 1972/73

RECREATION CANADA

SPECIAL GRANTS

ORGANIZATION

Native Peoples

Alberta Indian Association  
British Columbia Indian Association  
Manitoba Indian Association  
National Indian Brotherhood  
Quebec Indian Pow-wow  
Saskatchewan Indian Association  
Inspol

1971/72

1972/73

75,000  
-  
48,237  
-  
6,871  
72,000  
57,000

103,254  
35,000  
75,000  
4,525  
-  
95,000  
-

Provinces and Territories

Newfoundland  
Prince Edward Island  
Nova Scotia  
New Brunswick  
Yukon  
Northwest Territories

253,108

312,779

47,200  
56,670  
77,404  
109,410  
50,500  
25,000

68,500  
53,900  
92,775  
84,300  
50,000  
65,500

Special Projects

Sports Participation Canada

357,184

414,975

200,000

400,000

TOTAL

810,292

1,127,754

## ANNUAL REPORT 1972/73

FITNESS AND AMATEUR SPORTRECREATION CANADASTATUTORY - OTHER PAYMENTSPROJECTS

	<u>1971/72</u>	<u>1972/73</u>
Canada Fitness Award	163,809	258,830
Graduate Scholarships	14,000	-
Research Grants:		
University of Western Ontario		-
University of Alberta		-
University of British Columbia	65,777	-
Conferences:		
National Advisory Council	-	-
Montmorency	-	25
Fitness and Health	-	-
Other (including N.A.C. 71/72)	-	84,987
Facilities Survey	78,105	64,795
Information Material	-	4,714
Federal Services	-	68,279
TOTAL	<u>321,691</u>	<u>481,605</u>



# ANNUAL REPORT 1972/73

## FITNESS AND AMATEUR SPORT

### SUMMARY OF JOINT PROJECTS

<u>PROJECT</u>	<u>SPORT CANADA</u>		<u>RECREATION CANADA</u>		<u>TOTALS</u>	
	<u>1971/72</u>	<u>1972/73</u>	<u>1971/72</u>	<u>1972/73</u>	<u>1971/72</u>	<u>1972/73</u>
<u>Conferences</u>						
National Advisory Council	-	12,718	-	9,848	-	22,566
Other (including N.A.C. 1971/72)	59,169	7,152	-	14,258	59,169	21,410
	59,169	19,870	-	24,106	59,169	43,976

ANNUAL REPORT 1972/73

FITNESS AND AMATEUR SPORT

Grants approved in prior fiscal years, payable in fiscal year 1973/74 in accordance with Section 13 of the Fitness and Amateur Sport Act 1960-61 c. 59, s. 1.

Canada Summer Games, 1973	\$813,875
Pan-Pacific Conference	50,000
Sport Participation Canada	20,000
	<hr/>
	\$883,875
	<hr/> <hr/>









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Government  
Publication

# ***Fitness and Amateur Sport Directorate***

Annual Report 1973-74



Health  
and Welfare  
Canada

Santé et  
Bien-être social  
Canada



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## FITNESS AND AMATEUR SPORT BRANCH

### ANNUAL REPORT 1973-74

Amateur sport, physical recreation, fitness - these are the three cornerstones of the Federal Government's Fitness and Amateur Sport program.

They illustrate the diversity of approach necessary for a program which has as its primary objective, the raising of the fitness level of Canadians and the improvement of their participation in physical recreation and amateur sport. Thus over the past twelve years it has been concerned not only with physical fitness but also with the competitive performances of Canadian athletes at major international events such as the Olympics and the Commonwealth Games. In 1971 after an extensive review of the program these two aims were emphasized in a decision to establish two directorates within the program: Sport Canada and Recreation Canada. In January of 1973 an announcement was made to greatly augment the funds available to the program.

The fiscal year just completed has seen progress in a major re-organization of the program. This was required so that the larger budget could be effectively administered while new approaches and projects were being established. The program was also transferred within the Department of National Health and Welfare and placed under the responsibility of the Deputy Minister of Health.

A new Health Care Concept has been developed by the Department involving the four areas of human biology, environment, lifestyle and health care organization. The Fitness and Amateur Sport Program will have greater association with the lifestyle effort of the Department. Personal fitness and a greater participation in sports are seen as extremely important elements in improving the health of Canadians.



On April 1, 1973 the Fitness and Amateur Sport Directorate became a branch and an Assistant Deputy Minister was appointed in charge of the Program. Much progress has been made on the program's re-organization and in addition to the overall objective of the program, three sub-objectives have been specified in determining the program's activities. These sub-objectives are:

- (a) to increase the appreciation for and understanding of fitness, physical recreation and amateur sport.
- (b) to improve the Canadian delivery systems of fitness, physical recreation and amateur sport.
- (c) to improve the quality of participation of Canadians in physical recreation and amateur sport.

To achieve these objectives the activities of the program have been grouped into four broad areas: Promotion and Communication; Resources Development; Training; and Competition. This report will elaborate on each of these four areas and give details on the role of Sport Canada and Recreation Canada.

The main population groups reached directly by the program are other governmental agencies, at all three levels of government in Canada; selected groups and individuals such as national class athletes and Indians; and national sports and recreation associations. The methods and tools used in developing amateur sport, fitness and physical recreation in Canada are financial contributions, liaison, and planning and management.

## THE PROGRAM

### I Promotion and Communications

#### A) Publicity and Demonstrations

These activities are designed to increase public awareness of federal interest in the area of sports and recreation while also promoting the need for greater participation and interest by Canadians in this area. For example, press releases were prepared on items of national interest and interpretive articles were written for various magazines and journals. Displays were prepared and exhibited at national events which feature sports and recreational activities.

During the fiscal year the branch supported the *Cross Canada Sport Exhibition Program*. This program utilizes the fair and exhibition medium during the summer months to communicate directly with people. It also tries to establish avenues of communication between local sport and recreation groups and the community at large. This is done by providing technical advice, staffing and equipment exhibits, providing modern audio-visual aids, and operating a testing centre for the Canada Fitness Award.

This year two tours were operated. The first visited Prince Edward Island as part of that province's centennial celebrations and then proceeded to British Columbia for the Canada Games.

The second toured the prairies appearing at such events as the Winnipeg Manisphere, the Weyburn Fair, Whoop-Up Days in Lethbridge and Saskatchimo before wrapping up the summer with a display at the Canadian National Exhibition in Toronto.

The tour is flexible enough that during the winter months it can be scaled down for display purposes in shopping malls, as was done in Oshawa in February. Perhaps the highlight of its winter's activities was the Camping Travel and Leisure Show in Montreal at the end of March. Following the show's theme of "Time Out for Living", the Fitness and Amateur Sport display included, as it does throughout its tour, special sports demonstrations and public participation events. Visitors are encouraged not only to be spectators but to try out their skills on the various apparatus available.

*Sport Participation Canada*

Recreation Canada funds Sport Participation Canada, a private corporation which makes Canadians aware of the importance of physical activity through the mass media and various marketing techniques. No doubt by now most young Canadian men are aware of their fitness deficiencies when compared to their sixty year old Swedish counterparts. A financial contribution of \$293,531 helped defray the operating expenses of the Corporation during the past fiscal year.

B) Educational Information

The branch feels that more is required than just making people aware. There exists also a need for more specific and detailed information. A calendar of national sports events is published three times a year. For major international competitions such as the Olympics, the Pan American Games and the Commonwealth Games, team handbooks are produced.

Sport Canada funded during the year the *Sportstarters Library*. These are a series of books aimed at

children between the ages of 8 and 12 on the premise that children respond to the leadership of their playmates and real or fictitious characters. Consequently a group of colourful characters known as Grunion, Avis and Wendell and their friends are involved in stories based on sport participation. The books will also attempt to partially meet the need for reference materials on the rules and skills of a wide range of sports.

*Fitness testing* is also very important to the program's educational approach. Recreation Canada provided financial assistance of \$26,150 to the University of Victoria for a self-contained mobile unit for testing cardiac fitness. Known as SHAPE-UP '73, this pilot project provided free of charge to the general public a readily available means for testing cardiac fitness. Further in this regard assistance of approximately \$64,000 was given to the University of Saskatchewan for the development of a simple home fitness test. The idea is to encourage Canadians to check their personal fitness as regularly as they want for their health.

Efforts were also made to provide more materials on fitness. Through a cooperative relationship with the Swedish government several thousand copies of a well-documented pamphlet on fitness and health written by Dr. P.O. Astrand, were received and distributed extensively throughout the country. A more extensive printing of this book is planned during the next fiscal year. During the year as well, a script was written for a 15 to 20 minute colour fitness film to give an overview of physical fitness in Canada indicating the positive feelings and results of being physically active.

### *Employee Fitness*

Several employee fitness projects primarily within the federal public service were begun during the year. These included setting up a facility and program for selected employees of the Department of National Health and Welfare. A Fitness and Lifestyle Change Program involving periods of physical activity each day was implemented for the first time as part of the Career Assignment Program three month courses. The results appear to indicate that this type of program should be expanded to include other government training courses.

Recreation Canada proceeded on the *National Sport and Recreation Facilities Survey*. The objective of this third phase is to collect data on sport and recreation facilities in communities with populations of over 1000 people. The results expected in the Fall of 1974 will be useful for recreation planning and development policies related to facilities at the federal, provincial and municipal levels of government.

*Conferences* are another means of the program's educational approach. Sport Canada has established a section on Women in Sport concerned with developing greater participation by women in sports as athletes, coaches and administrators. Much of the work carried out this past year in this area has concentrated in the preparation of the National Conference on Women in Sport to be held in Toronto on May 24-26, 1974.

Recreation Canada supported a conference at Queen's University on The Child in Sport and Physical Activity. Two hundred delegates discussed with leading authorities the medical, sociological and psychological aspects of the development of the child in sport and physical activity.



## II Resources Development

This activity is designed to bring about positive changes in the quality and quantity of the human and physical resources which make up the delivery system of fitness, physical recreation and amateur sport.

### A) Human Resource Development

Since the inception of the program in 1961 the lack of trained leaders, coaches and administrators has been a prime consideration. Over the years substantial financial assistance to the national sport and recreation associations has opened the way to fill this need.

#### *Coaching*

Sport Canada supported clinics for coaches and officials: In this regard as well, financial assistance was given to the sport governing bodies to employ technical directors who act as technical advisors for their sport. They are responsible for formulating imaginative coaching development programs and organizing creative educational materials which promote the technical aspects of their particular sport.

Sport Canada also cooperated with the O'Keefe Sport Foundation which provided funds in support of coaching development in Canada. Dr. Roger Jackson, a Sport Canada consultant, sits on the Foundation's selection committee. Sport Canada also provided \$222,000 to support the programs of the Coaching Association of Canada which is the first national organization for coaches in this country.

During the year Recreation Canada provided \$90,000 to the Province of Ontario for a provincial coaching developmental program. Recreation Canada also supported a number of training courses for fitness leaders.

#### *Administration*

The improvement of coaching in Canada is important to improving athletic performances, but of equal importance is the improvement of administration. The Task Force Report on Sport in 1969 stated that many national associations, because of limited resources, faced serious difficulties in this area. Now both Sport Canada and Recreation Canada provide grants to national sport and recreation associations for travel costs of holding annual and executive meetings so that delegates from across the country can attend these meetings. The cost of sending delegates to the meetings of their international associations are also looked after. Approximately 37 associations also receive funds for the salary and travel expenses of a full-time executive director.

The appendix to this report contains the details on the contributions for coaching and administration.

#### *National Centre for Sport and Recreation, Inc.*

The National Centre for Sport and Recreation Inc., located at 333 River Road in Vanier, Ontario, is a vital link in the Branch's administrative support program. Basically the Centre assists national organizations and associations concerned with the development of sport and recreation by providing support services in the area of administration, technical development and promotion. These include

public relations advice, reproduction, accounting, translation, secretarial and clerical services. Forty national associations are housed at the Centre at this time.

During 1973-74 the Centre was incorporated so that it could provide more effective services. During the year a Sport Canada financial contribution of \$1,033,000 helped to defray the costs of the Centre.

*Contributions to the Provinces*

Recreation Canada provided financial assistance to the Atlantic provinces and the Territories to assist them with their sport and recreation programs. Most of these grants are used for the development of coaching and administration.

A contribution of \$85,400 was made to New Brunswick to assist the Sport Leadership Institute, University of Moncton; Leadership Institute, University of New Brunswick; financial support for an Executive Director's salary, secretarial assistance and administrative costs of the New Brunswick Sports Federation; appointment of full and part-time provincial coaches and technical directors on an experimental basis; and to assist in the development of a residential camp program for selected athletes, coaches and officials to concentrate on Olympic sports.

Nova Scotia received \$86,000 to assist the development of Outward Bound and the Duke of Edinburgh's Award programs; appointment of full and part-time coaches in selected sports; and financial support for an Executive Director's salary, secretarial assistance and administrative costs of Sport Nova Scotia.

A contribution of \$52,000 was made to Prince Edward Island in support of the Executive Director's salary, secretarial assistance and administrative costs of The Prince Edward Island Sports Federation; continuation of a pilot recreation project designed to develop recreation programs in a rural section of the province; the appointment of full and part-time coaches in selected sports; and support to provincial residential sport camps for selected athletes in eight sports.

Newfoundland received \$70,500 to assist with the support of the Executive Director's salary, secretarial assistance and administrative costs of the Newfoundland Sports Federation; appointment of provincial coaches on a part-time basis in seven different sports; assistance to administrative costs and an annual meeting of the Provincial Parks and Recreation Association; and assistance towards the development of sport and recreation programs in Labrador.

A contribution of \$72,000 to the Yukon Territory supported the development of sport and recreation services, the portable pool program, operation of a series of athletic training programs, assistance to Yukon sport and recreation associations, the transportation costs of athletes to the 1974 Arctic Winter Games in Anchorage, Alaska and financial support to the Territorial Experimental Ski Training Program (TEST). A contribution of \$90,000 was made to the Northwest Territories in support of many of these same projects.

#### *Hockey Canada*

Sport Canada also provided a contribution of \$375,000 to Hockey Canada to support its programs. These

funds were for administration, the development of the technical aspects of the game, and in joint research projects on coaching and playing skills in cooperation with the Canadian Amateur Hockey Association.

#### *Indian and Metis Organizations*

Recreation Canada continued to provide extensive support to provincial and territorial Indian and Metis organizations. Contributions totalling approximately \$770,000 were used to develop sport and recreation programs that would broaden the participation base and improve the level of performance of these people so they could participate in the Canadian sports scene in a broader and more equitable manner. In this regard a grant was also made in support of the Northern Native Games which are staged each year in the Northwest Territories north of the 60th parallel. The aim of the Games is to bring Indians, Eskimos and Metis together for friendly competitions, cultural and social activities.

#### *Special Projects*

There are a number of other projects of special interest to the Branch in this area of resources development. The Fitness and Amateur Sport Act provides for the establishment of a National Advisory Council on Fitness and Amateur Sport. There must be at least one member from each province with the total membership not exceeding 30 people who are appointed to their position. They met twice during the year as part of their continuing mandate to provide the Minister of National Health and Welfare with informed, interested and timely advice on amateur sport, fitness and physical recreation.



Sport Canada provided assistance to the Canadian Intercollegiate Athletic Union to carry out a study of athletic programs in Canadian universities and colleges. More needs to be known about the role our colleges and universities play in the development of amateur sport in Canada as well as the steps that should be taken to improve programs and athletes.

Recreation Canada also provided funds to: Project 80, a non-profit recreational project working with children between the ages of 4 to 16 in the south central district of Montreal; Camp Otoreke, a project of the National Council of YMCA's of Canada, which assists families from low-income areas in Montreal to participate in the planning and conducting of vacation and recreation needs; and the Canadian Marathon Ski Tour, a 100 mile event which sees two thousand skiers between the ages of 6 to 98 participating.

#### B) Physical Resources Development

The program has tended to concentrate on the development of human resources while moving rather cautiously in the area of physical resources. Emphasis has been given to the development of programs. However, because there continues to be a lack of good facilities for sport and recreation programs, a number of exceptions to this rule have evolved, the principal one being the Canada Games.

One of the main benefits of the Canada Games has been the development of a number of first class facilities in centres right across the country. Sport Canada contributed 1/3 of the capital expenditure of the 2nd Canada Summer Games in Burnaby-New Westminster which included a new 50 metre swimming pool, an international rowing course on Lake Burnaby, three new

field hockey sites, resurfaced tennis courts, a new full bore rifle range and a new track and field training centre.

The City of Lethbridge, the host for the 1975 Canada Winter Games, received \$530,000 as the Federal Government's initial contribution to the capital costs of that event.

### III Training

This activity group supports those events and projects which foster improvement and acquisition of knowledge in fitness, physical recreation and amateur sport.

#### A) Participants

##### *Canada Fitness Award*

The Canada Fitness Award is an incentive award program reaching boys and girls 7 to 17 years of age. It is designed to create better attitudes as well as greater aptitudes and skills that will continue beyond their formative years.

The program is based on six fitness performance tests which give an overall picture of boys' and girls' general physical fitness condition. Crests are awarded on the basis of the degree of achievement. During the year the Canada Fitness Award continued to grow at a rapid pace with the two-millionth crest being achieved since its inception in 1970.

Recreation Canada also provided grants to sport associations like the Canadian Yachting Association, the Canadian Canoe Association, the Bowling Federation of Canada and the Canadian Orienteering Federation to help these organizations develop and improve programs designed to encourage more participation.

B) Athletes

*Game Plan '76*

Projects to provide special training for Canadian athletes are supported primarily through Game Plan '76, a cooperative effort involving Sport Canada, the Canadian Olympic Association, the Olympic Trust and the provinces. The idea is to provide a coordinated effort so that Canadian athletes can obtain the extra assistance they need if they are to do well at the 1976 Summer Olympic Games in Montreal, and the 1976 Winter Games in Innsbruck, Austria.

During 1973-74 the total amount expended by Game Plan '76 was \$638,415 of which \$461,950 represented Sport Canada's share. The types of projects supported through this aspect of the program include: increased international competition, training camps and clinics for athletes and coaches, coaches' salaries and expenses, talent identification, technical planning meetings and certain junior national team programs.

For example, the Canadian Canoe Association received assistance from Game Plan '76 for a training camp involving its best athletes. The Canadian Track and Field Association was assisted financially in its training camp which was held shortly before the British Commonwealth Games, and for the salary of a national head coach.

A special development of Game Plan '76 is the new incentive program that has been developed for Canada's top athletes. An athlete is accorded A, B, or C Card status depending upon his or her world standing. For example an A card athlete must stand in the top eight placings of his sport in world

competition. All card athletes are required to work out a training program with their coach and with the assistance of their sport's technical director. The extent of support available to the athlete is determined largely by his achievement in international competition.

*Grants-in-Aid to Student-Athletes*

A continuing program of assistance to Canada's athletes are the Grants-in-Aid to Student-Athletes. This program, which has been in operation for four years, is designed to enable promising athletes to continue their education while participating in competitive sports. The athlete can now continue his training during the summer months instead of trying to hold a full-time summer job to meet his educational expenses in the fall and winter. To qualify a recipient must attend a Canadian educational institution and have his athletic abilities attested to by his sport governing body. A National Selection Committee then meets to review these ratings, and submits the final recommendations for endorsement by the Minister of Health and Welfare. During the year 562 athletes received awards of \$1800, \$1200 and \$600 depending upon whether they attended a university, community college, CEGEP, or high school. In all they represent 48 amateur sports in Canada.

Of this group 70 awards were made specifically to the Atlantic provinces whose recipients were required to attend a special summer course held at Dalhousie University. A further 86 awards were made through Hockey Canada.

Many of the recipients were involved in summer projects with their sport governing bodies working to strengthen and improve sport participation and the quality of Canadian sport.

#### IV Competition

All of the foregoing would be severely restricted if there did not exist some form of competition for athletes to measure their skills and abilities against those of other athletes in competition. Many young people require a carefully developed competitive structure so that they can measure their progress and derive inspiration for further effort. Thus competition has a developmental as well as an excellence aspect.

##### A) Developmental

Under developmental competitions Sport Canada assists national sport associations with their national championships as well as providing assistance to the Canada Games. The assistance that Sport Canada provides for national championships pays for the travelling expenses of the athletes, coaches and officials. This is particularly important if these championships are to be attended by the best athletes from right across the country.

##### *Canada Games*

The Canada Games are particularly important to the federal effort in fitness and amateur sport. A developmental competition which has been held every two years since 1967, alternating as a winter and summer event, is restricted to athletes who have not yet reached national status. The second Canada Summer Games were held in the twin municipalities of Burnaby-New Westminster, British Columbia from August 3rd to August 12th, 1973. Possibly the largest single athletic event ever held in Canada it drew together over 3,000 athletes who had been organized into provincial teams competing in sixteen different sports.



Sport Canada's contribution to the Canada Games was \$1,850,000 of which \$540,000 was used to pay the Federal Government's 1/3 share of the capital costs of the Games. The remainder covered 100% of the operating costs including the transportation of the teams to the event.

#### *Third Arctic Games*

The Arctic Games developed from the Canada Games concept in an attempt to provide athletes from north of the 60th parallel with their own competition. This year they were staged at Anchorage, Alaska from March 3 to 10. Recreation Canada provided the funds to cover the cost of travel for the teams from the Yukon, Northwest Territories and northern Quebec.

### B) Excellence

The Fitness and Amateur Sport Program is also heavily involved with major international sports competitive events.

#### 1. Hosting

The second Pacific Conference Games were staged in Toronto on June 27 and 28, 1973. Japan, Australia, New Zealand, the United States and Canada were the participating countries in this competition of track and field events. These Games are of growing importance in a sport that has no world championships. A series of satellite meets were held across the country following the Games so that more Canadians would have an opportunity to see these world class athletes. During the satellite meet in Vancouver, Glenda Reiser set a world record for the mile event.

Sport Canada contributed \$100,000 towards the staging of these games.

## 2. International and World Sport Competitions

The program is heavily involved with assisting Canadian athletes attend major international competitions. For example, Sport Canada paid \$90,000 to assist 124 student athletes attend the World Student Games which were staged in Moscow from August 15 to 25th, 1973. This is probably the third most important international track and field event.

### *Tenth Commonwealth Games*

Canada sent 149 athletes to the 10th Commonwealth Games which were staged in Christchurch, New Zealand from January 24 to February 3, 1974. The success of their participation is by now well-known as they returned home with 25 gold medals and a solid third place finish behind Australia and Great Britain. The close competition between the Australian and the Canadian swimming teams indicated that Canada is close to being one of the best swimming nations in the world. The performances of the men's wrestling team which won all of its events, of track athlete Yvonne Saunders, and of shooters William Hare and Jules Sobrian are also worth mentioning.

Sport Canada arranged for the transportation of the Canadian team via Department of National Defence charter as well as arranging through Game Plan '76 for a training camp in Hawaii. This camp helped the team acclimatize itself to warm weather conditions before its arrival in Christchurch.

## ORGANIZATION

During 1974-75 four structures will be in operation within the Branch, as a result of the recent reorganization of the program. Sport Canada and Recreation Canada will continue with their efforts which have developed since 1971. To them have been added two new divisions entitled: Planning, Evaluation and Research; and Program Operations and Administration. It is hoped that this will leave the consultants in the Branch free to engage in long term planning and evaluations with the national associations and agencies while the day-to-day detail can be handled by the operations section of the program.

FITNESS AND AMATEUR SPORT BRANCH

1973-74 ANNUAL REPORT

SUMMARY

SPORT CANADA	\$ 8,679,929
RECREATION CANADA	\$ <u>3,129,913</u>
 TOTAL	 \$ <u><u>11,809,842</u></u>

SPORT CANADA

SPECIAL CONTRIBUTIONS

ORGANIZATION

GAMES

BRITISH COMMONWEALTH GAMES	200,000
CANADA SUMMER GAMES	806,625
CANADA WINTER GAMES	670,000
MACCABIAH GAMES	30,000
PAN PACIFIC GAMES	<u>41,086</u>
	<u>1,747,711</u>

FACILITIES

CITY OF JOLIETTE (QUE.)	<u>35,000</u>
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SPECIAL PROJECTS

A.U.C.C. STUDY	20,000
FEDERATION OF SILENCE SPORTS	32,890
HOCKEY CANADA	375,000
SPORTS HALL OF FAME	<u>15,000</u>
	<u>442,890</u>
	<u>2,225,601</u>

SPORT CANADA

STATUTORY PAYMENTS (OTHER)

PROJECTS

NATIONAL ADVISORY COUNCIL	16,052
SUMMER SPORT DEMONSTRATION	167,159
SPORT STARTER LIBRARY	175,895
CANADA GAMES TORCH PARADE	19,288
SUMMER 73	6,378
INFORMATION MATERIAL	4,114
ATHLETES GRANTS-IN-AID	975,410
ADMINISTRATIVE CENTRE FOR SPORT AND RECREATION	1,032,997
FEDERAL SERVICES	334,688
WOMEN IN SPORT (FILM)	<u>30,348</u>
	<u>2,762,329</u>

8,679,929



# ANNUAL REPORT 73-74

## SPORT CANADA

ASSOCIATION	BLOCK GRANT	GAME PLAN 76	EXECUTIVE DIRECTOR	TECHNICAL DIRECTOR	TOTAL
ALPINE	1,198				1,198
AQUATICS	41,309		12,000		53,309
ARCHERY	15,492	8,657			24,149
BASEBALL	65,765		10,000		75,765
BADMINTON	60,878		12,000		72,878
BASKETBALL	104,001	12,362	11,500	11,250	139,113
BOBSLEIGH		10,700			10,700
BOXING	13,929		12,000		25,929
CANOEING	53,736	13,902	12,000	15,000	94,638
COACHING	210,000		12,000		222,000
CRICKET	7,556				7,556
CURLING (MEN)	2,950				2,950
CURLING (WOMEN)	12,209				12,209
CYCLING	30,870	23,271	12,000	10,443	76,584
DIVING	39,450	6,355		12,500	58,305
EQUESTRIAN*	5,955	23,225	*16,500		45,680
FINDING	15,500	12,025		10,000	37,525
FIELD HOCKEY (MEN)	44,227	18,632	12,000		74,859
FIELD HOCKEY (WOMEN)	25,958				25,958
FIGURE SKATING	83,860	31,000	12,000	15,000	141,860
FOOTBALL	18,088		12,000		30,088
GOLF (WOMEN)	16,777		12,000		28,777
GOLF (MEN)	14,825				14,825
GYMNASTICS	74,925	7,024	12,000	10,887	104,836
HANDBALL		12,000			12,000
HOCKEY	41,289		12,000	12,500	65,789
KENDO	2,016				2,016
JUDO	40,101	7,663			47,764
LACROSSE	21,215		12,000		33,215
LAWN TENNIS	19,929		12,000		31,929
LADIES LAWN BOWLING	19,711				19,711
PARACHUTING	12,883				12,883
ROWING (OARSMEN)	50,045	16,000	12,000	15,000	93,045
RUGGER	24,993				24,993
SOARING	11,607				11,607
SHOOTING	65,505	10,000	12,000		87,505
SKIING	200,000	120,431	12,000	18,750	351,181
SOCCER	49,426	18,685	12,000		80,111
SOFTBALL	69,232	20,000	12,000		101,232
SPEED SKATING	19,751			11,250	31,001
SWIMMING	125,350	37,500	12,000	10,000	184,850
SQUASH RACQUETS	4,205				4,205
SYNCHRONIZED SWIMMING	11,145				11,145
TABLE TENNIS	13,569		12,000		25,569
TEAM HANDBALL	11,879				11,879
TEN PIN BOWLING	7,066				7,066
TRACK AND FIELD	128,019	4,500	12,000	10,887	155,406
VOLLEYBALL	112,916	21,493	12,000	16,875	163,284
WATER POLO	54,952	16,573			71,525
WATER SKIING	31,322		12,000		43,322
WEIGHTLIFTING	18,582	4,120			22,702

<u>ASSOCIATION</u>	<u>BLOCK GRANT</u>	<u>GAME PLAN 76</u>	<u>EXECUTIVE DIRECTOR</u>	<u>TECHNICAL DIRECTOR</u>	<u>TOTAL</u>
WHEELCHAIR SPORTS	55,230				55,230
WRESTLING	72,164	8,600	12,000		92,764
YACHTING	59,050	2,655	12,000	15,000	88,705
PROVINCIAL SCHOOLS	12,520		12,000		24,520
COLLEGE ATHLETIC ASSOC.	1,586				1,586
SPORTS FEDERATION	63,464		12,000		75,464
C.I.A.U.	193,536		12,000		205,536
OLYMPIC ASSOCIATION			12,000		12,000
YOUTH HOSTELS ASSOC.			12,000		12,000
C.A.H.P.E.R.	1,346		12,000		13,346
SPORTS MEDICINE	6,322				6,322
PARKS & RECREATION ASSOC.			12,000		12,000
MODERN PENTATHLON ASSOC.	<u>3,440</u>	<u>460</u>			<u>3,900</u>
	<u>2,594,824</u>	<u>467,833</u>	<u>434,000</u>	<u>195,342</u>	<u>3,691,999</u>

## ANNUAL REPORT 73-74

### RECREATION CANADA

#### ASSOCIATIONS

Association of Canadian Underwater Councils	6,862
Association des Professionnels de l'Active Physique du Quebec	5,500
Boy's Club of Canada	69,770
Boy Scouts of Canada	60,660
Bowling Federation of Canada	14,245
Canadian Amateur Federation of Body Building	2,545
Canadian Camping Association	50,583
Canadian Association for Health, Physical Education and Recreation	1,600
Canadian Canoe Association	2,180
Canadian Cycling Association	2,884
Canadian Dancers News	5,000
Canadian Orienteering Association	16,400
Canadian Ski Association	15,000
Canadian Table Tennis Association	2,000
Canadian Yachting Association	10,326
Canadian Youth Hostels Association	33,153
Canadian Red Cross Society	12,894
Comite duCColloque Canadien	10,000
Guides Catholiques	27,372
National Council of Y.M.C.A.'s of Canada	100,055
National Council of Y.W.C.A.'s of Canada	33,120
National Conference & Workshops on the Child in Sport and Physical Activity	40,000
Northern Games Association	11,500
Outward Bound	16,000
Parks and Recreation Association of Canada	44,251
Project 80	30,000
Royal Life Saving Society	6,318
University of Saskatchewan	63,676
University of Victoria	26,150
Water Safety Service	11,627
Wellington County Medical	1,000

732,671

## RECREATION CANADA

### SPECIAL CONTRIBUTIONS

#### ORGANIZATION

##### NATIVE PEOPLES

Association des Indiens du Quebec	90,000
B.C. Native Amateur Sports & Recreation Federation	100,000
Federation of Saskatchewan Indians	135,000
Grand Council Treaty #3	50,000
Grand Council Treaty #9	40,000
Indian Brotherhood of N.W.T.	22,000
INSPOL	125,000
Manitoba Indian Brotherhood	40,000
Metis Society of Saskatchewan	125,000
Union of New Brunswick Indians	20,000
Union of Ontario Indians	33,841
Yukon Native Brotherhood	<u>54,000</u>
	<u>834,841</u>

##### PROVINCES AND TERRITORIES

Newfoundland	70,500
New Brunswick	85,400
Nova Scotia	86,000
Ontario	90,000
Prince Edward Island	52,000
Northwest Territories	90,000
Yukon Territory	<u>72,000</u>
	<u>545,900</u>

##### SPECIAL PROJECTS

Sport Participation Canada	<u>294,469</u>
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1,675,210

RECREATION CANADA

STATUTORY - OTHER PAYMENTS

PROJECTS

Canada Fitness Award	475,122
National Advisory Council	18,711
Montmorency	2,838
Facilities Survey	45,548
Federal Services	<u>179,813</u>
	<u>722,032</u>
	<u><u>3,129,913</u></u>







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FITNESS  
AND  
AMATEUR  
SPORT  
BRANCH

Government  
Publications

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ANNUAL REPORT  
1974-1975

Published by authority of the  
Honourable Marc Lalonde  
Minister of National Health  
and Welfare



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A program aimed at raising the fitness level of Canadians and improving their participation in physical recreation and amateur sport — this is the objective of the federal government's Fitness and Amateur Sport Branch.

The program's three major areas of concern — amateur sport, physical recreation and fitness — testify to the complexity of the activities undertaken by the Branch which range from concern for personal physical fitness to assistance in an amateur athlete's preparation for the 1976 Olympic Games, 1978 Commonwealth Games and beyond. They also indicate the greater association of the Branch's activities with the lifestyle element of the objectives of the Health side of the Department of National Health and Welfare.

This year marks the first full year of operation of the Branch's new organizational structure under its increased budget. Much progress has been made towards implementing activities to meet the Branch's three sub-objectives, which are:

- a) to increase the appreciation for and understanding of fitness, physical recreation and amateur sport.
- b) to improve the Canadian delivery systems of fitness, physical recreation and amateur sport.
- c) to improve the quality of participation of Canadians in physical recreation and amateur sport.

To achieve these sub-objectives, the activities of the program have been grouped into four broad areas: Promotion and Communications; Resources Development; Training; and Competition.

The main thrust of the program is directed for the most part to the following clientele served by or utilizing the services of the Branch: national sports governing bodies and recreation associations; characteristic groups and select individuals (e.g.: Native people, the handicapped, national class athletes, etc.); and governmental agencies, at all three levels of government. Means or procedures utilized

in the development of fitness, physical recreation and amateur sport in Canada include consulting services, technical assistance, liaison, financial contributions, promotion and communication, leadership development, training opportunities, et alia



# THE PROGRAM

## 1. PROMOTION AND COMMUNICATIONS

### A) PUBLICITY AND DEMONSTRATIONS

In an attempt to increase public awareness of federal involvement in sport and recreation and at the same time promote the need for greater interest and participation by Canadians in these areas, the Branch has developed a number of displays for use at a variety of exhibitions and conferences. Supplementing these displays are numerous pamphlets, news releases and other information texts put out by the Branch to promote a better understanding of those areas with which the Branch is concerned.

#### Displays

The Branch has continued its support of the *Sports Demonstration Project*, now a year-round tour which utilizes the medium of fairs, exhibitions, athletic events, and shopping centers across Canada to communicate directly with the Canadian public and tries to establish avenues of communication between local sport and recreation groups and the communities within which they operate. The theme of this project is "Try It", and visitors of all ages are encouraged to try their skills with a variety of sports equipment. In addition to a testing center for the Canada Fitness Award, testing activities have been expanded to include physical fitness appraisals and counselling for adults.

In addition to the intensified summer tour of major fairs in Eastern and Western Canada, such as the Winnipeg Manisphere, Expo Quebec in Quebec City and the Canadian National Exhibition in Toronto, the demonstration project had an extended stay at the 1975 Canada Winter Games in Lethbridge, Alberta.

The 1975 Annual Meeting of the Sports Federation of Canada was the stage for the introduction of the Branch's "Sports Hut" display, inspired in part by the colourful characters of the Sportstarter Library Series of books. Within the informal setting of a children's clubhouse, the diversified activities of the Branch are displayed through the medium of sports pennants, posters, and other audio-visual material.

Recreation Canada's Fitness Section has developed a *Fitness — Lifestyle Display* which has as its theme the principle of a "matter of balance" between the energy we utilize at work and play and the food energy we consume. Highlighted with this display is a slide show depicting Canadians involved in various lifetime physical recreation activities such as skiing, canoeing and skating.

#### Sport Participation Canada

Recreation Canada funds *Sport Participation Canada*, more popularly known as "Participaction". A non-profit, private corporation, Sport Participation Canada has continued its strong campaign through the mass media and various marketing techniques to motivate Canadians to become active participants in physical activities. Recreation Canada contributed \$500,000 towards the corporation's annual administrative budget.

#### 1975 Canada Games Torch Parade

On January 6, 1975, the Minister of National Health and Welfare lit the Canada Games Torch and sent it on its way across Canada to Lethbridge, Alberta for the opening of the 3rd Canada Winter Games. Using a specially designed vehicle, the torch visited 32 communities from coast-to-coast, covering a distance of over 10,000 miles. This "Torch Parade" is regarded as one of the major promotional events preceeding the Canada Games.

### B) EDUCATIONAL INFORMATION

An equally effective means of stimulating the acquisition of knowledge and positive attitudes towards fitness, physical recreation and amateur sport is the dissemination of specific and detailed information. The Branch has sponsored conferences, workshops and research projects and has developed educational and motivational materials to meet the demand for such information, including the publication of technical reports, manuals and conference proceedings.

The aims of the Canada's *Sports Hall of Fame* coincide with those of the Fitness and Amateur Sport Act — to promote, encourage and develop fitness and amateur sport. It is working to acquaint the Canadian public with our sports achievements and, by increasing this kind of awareness, encourage all Canadians to participate in physical activity and support our amateur athletes. In 1974-75, Sport Canada contributed \$15,000 to the Hall of Fame's.

#### Fitness Testing

Fitness promotion is a major aspect of Recreation Canada's educational efforts. A major project in this area is the *Canadian Home Fitness Test*, which will be ready for public use in early 1976, is a safe, simple self-administered test to evaluate one's present level of cardio-respiratory fitness. The test is presented in the form of a record album.

The Canadian Association of Health, Physical Education and Recreation will conduct regional workshops to educate health and fitness professionals in proper administration of the test in a group setting. The test will be available to the general public as part of a "Fit Kit" to be marketed by Information Canada. This "Fit Kit" will contain, apart from the Home Fitness Test, a number of new and important items related to fitness and exercise.

In conjunction with the Home Fitness Test, the fitness section is developing a *Standardized Field Test of Fitness* in co-operation with the medical profession and other experts in the field. This test should be functional towards the end of the 1975-76 fiscal year.

#### Publications

A number of manuals on fitness and related topics were developed by Recreation Canada this year. The first edition of its official fitness booklet — a "Canadianization" of Sweden's Dr. P. O. Astrand's booklet, *Health and Fitness* — was so well received by Canadians that the first printing of 90,000 copies was quickly exhausted and the second printing has enjoyed a similar popularity.



Fitness trails, which are essentially jogging trails through varied terrain with exercise stations, have been popular in Europe for some time. A *Fitness Trail Manual* explaining the principles, concepts and objectives of the trails, along with tips on how to design a trail, is being prepared.

A *Physician's Handbook on Exercise*, aimed at providing doctors with the basic principles of physical training, exercise prescriptions and physiology of exercise, is being prepared. A *Fitness Break Pamphlet* is another educational tool which is available.

Recreation Canada concluded the third and final phase of a *National Sport and Recreation Facilities Survey*. The objective of this study, co-ordinated by Recreation Canada with full co-operation from the provinces, was to obtain a firm data base for recreation planning and development policies related to facilities at the federal, provincial and municipal levels of government. General and technical reports of this final phase are currently available.

Sport Canada contributed \$20,000 to the Association of Universities and Colleges of Canada for the preparation of a report of its study of athletic programs in Canadian universities. Sport Canada funded this study the previous fiscal year as it was felt that more research into the role of our colleges and universities in developing amateur sport in Canada was needed so that steps could be taken to improve these programs.

## Films

Fully appreciative of the popularity and value of the audiovisual medium, the Branch has strived to meet the ever-growing demand for filmed documentation of sport and recreational activities and has added several new films to its library which are available upon request to interested groups. Very often, these films complement some of its printed material or coincide with an ongoing Branch program.

*Your Move* is a film about women and the growing desire to participate in sports and to use the recreational time with group social activity. Together with a brief history

of women's involvement in sports, the film gives the message that sport and physical recreation enhances a women's femininity and urges women to cease to be spectators and actively participate. It is all part of Sport Canada's Women in Sport effort.

*New Gold for Alaska*, a co-production of Sport Canada and the National Film Board, captures the spirit of the 3rd Arctic Winter Games in Anchorage, Alaska. Rather than focusing on the actual medal winners, the film stresses the participation aspect of the Games, with special attention being paid to native competitions and cultural events. This film will be distributed primarily in Canada's North as a promotion device for the Games.

Recreation Canada provided leadership and consulting services in several employee fitness programs in a number of federal government departments. A film entitled *I Feel Fine*, which outlines the "why, how and benefits" of such programs, is based on the Post Office — Public Works employee physical fitness experience.

A general motivational fitness film — *Feelin' Great* — was developed for distribution to groups interested in fitness. An orienteering instructional film, *What Makes Them Run*, was purchased by Recreation Canada for loan to interested parties, as is the film *Run Dick, Run Jane*.

## Conferences

A face-to-face exchange of specialized information, expertise and ideas be it on a one-to-one or much larger ratio, is yet another educational vehicle which the Branch supports in the form of sponsorship of conferences and workshops.

In December, 1974, Recreation Canada hosted the first *Canadian Conference on Employee Physical Fitness*. Conference delegates represented management, labour and medical personnel from business and industry. Discussions centered on the benefits of employee physical fitness programs to both the employee and the employer, as well as the technical aspects of implementing such programs.

Much of the work carried out the past year by Sport Canada's Women in Sport program concentrated on its *National Conference on Women in Sport* held in May, 1974. The primary aim of the conference was to discuss the unique situation of women within Canada's sport culture, identify specific problems and issues and formulate recommendations.

A number of *Physicians Workshops on Exercise* were conducted this year with the purpose of educating physicians in the role of exercise and fitness in the medical regimen. One of the spin-offs of the workshops was the development of a standard format for future regional workshops for the 1975-76 fiscal year.



## 2. RESOURCES DEVELOPMENT



This activity is designed to bring about positive changes in the quality and quantity of the human and physical resources which make up the delivery systems of fitness, physical recreation and amateur sport.

### AI HUMAN RESOURCE DEVELOPMENT

Since the inception of the Fitness and Amateur Sport Program in 1961, the lack of technical leaders, coaches and administrators in the fields of amateur sport and recreation has been a prime consideration. Over the years, increasing financial assistance to national sport and recreation associations have gone a long way towards filling this need.

#### Coaching and Officiating

Sport Canada makes financial contributions towards regional, national and international clinics for coaches and officials and for the hiring of technical directors for selected sports associations. These technical personnel are responsible for formulating coaching development programs and organizing educational materials promoting the technical aspects of their particular sport. In these efforts, Sport Canada works closely with the Coaching Federation of Canada and the O'Keefe Foundation, which is actively supporting coaching development in Canada.

The Coaching Association of Canada received \$300,000 to support four major projects: a sport information resource center; two news bulletins; its audio-visual services section; and technical meetings. The Association's primary role is to develop coaches and its chief mechanism is coaching certification.

Increased emphasis has been given to officiating programs in the period leading up to the 1975 international competitions in Canada and, ultimately, the 1976 Olympic Games. Sport Canada has funded officiating development in Canada to provide opportunities for Canadian officials to upgrade their present international

accreditation status and maintain their officiating expertise.

#### Leadership Training

A number of Recreation Canada activities within the realm of leadership training have been carried in the 1974-75 fiscal year. These include physician workshops, adult fitness leaders courses and employee fitness training courses for public servants in the national capital region.

Furthermore, Recreation Canada contributed to the staging of a variety of leadership training courses conducted under the auspices of national sport and recreation agencies. For example, the Canadian Camping Association conducted five canoeing instructor courses across Canada to train experienced canoeists in teaching techniques and the organizing and promoting of one of Canada's unique heritages — canoeing and canoe tripping.

#### Administration

Both Sport and Recreation Canada are involved in administrative support programs for national sport and recreation associations. The two directorates provide funds to these associations for the staging of national conferences and meetings and the travel costs of delegates to these and international conferences.

Approximately 37 associations received funds for the salary and travel expenses of a full-time Executive Director and/or Technical Director. Details on Branch contributions to the associations for administrative purposes can be found in the appendix.

*The National Sport and Recreation Center, Inc.*, located at 333 River Road, Vanier, Ontario, is now an established, if not indispensable, link in the Branch's administrative support program. The Center houses 42 national sport and recreation associations, providing them with vital administrative, technical and promotional services — public relations advice and reproduction, accounting, translation, secretarial and clerical services. As more office space can be acquired, plans are

being made to give more associations the advantage of these services and the proximity to the Branch's own offices.

During 1974-75 fiscal year, Sport Canada contributed \$1,413,000 to the Center to help defray operating costs.

*The Sports Federation of Canada* received funds from Sport Canada to coordinate and expedite the requests of the non-resident sports for the services available to them from the National Sport and Recreation Center. The Federation will also keep the non-resident sports informed of all information pertinent to the development of their associations.

#### Contributions to Provinces and Territories

Recreation Canada provided financial assistance to the Atlantic Provinces and the two Territories to assist them in their sport and recreation programs. A contribution of \$95,000 was made to New Brunswick, \$96,000 to Nova Scotia, \$54,000 to Prince Edward Island, \$78,500 to Newfoundland, \$80,000 to the Northwest Territories and \$70,000 to the Yukon Territories.

Generally, these funds were used in the development of coaching and administration. Some of the projects which received support in this manner were: a leadership development institute at the University of Moncton; the Sport Leadership Program in Nova Scotia; the Provincial Sport Institute in Prince Edward Island; and the Territorial Experimental Ski Training program (TEST).

#### Native Peoples Organizations

Recreation Canada continued its support to provincial and territorial Indian and Metis organizations. Contributions totalling \$1,029,738 were provided to develop sport and recreation programs, to increase participation and improve the skills of Indians and Metis to enable them to participate in the broader Canadian sports scene in a more equitable manner.



### Hockey Canada

Sport Canada provided a contribution of \$237,500 to Hockey Canada. These funds were for administration, the development of the technical aspects of the game and joint research programs on coaching and playing skills at all levels, in co-operation with the Canadian Amateur Hockey Association, which will assume much of the future funding for these projects.

### International Exchanges

Sport Canada (in co-operation with the Department of External Affairs) carried out a sport exchange with the People's Republic of China. Canadian swimming, diving and gymnastic teams toured China while we hosted China's women's volleyball and men's and women's basketball teams. Exchange programs have also been developed with the U.S.S.R.

Le Festival international de la Jeunesse was successfully held in Quebec City during August, 1974. Basically a festival for youth from the world's francophone nations, the event was divided into two sections: culture and sports. Sport Canada was particularly interested in the sports aspect and assisted the hosting committee, the Department of Secretary of State and the Department of External Affairs in the organizing of the Canadian teams, as well as financing their transportation and accommodation costs.

### The National Advisory Council on Fitness and Amateur Sport

The Fitness and Amateur Sport Act (1961) provides for the establishment of a National Advisory Council on Fitness and Amateur Sport. There must be at least one member from each province appointed, with total membership not exceeding 30 people. The Council met twice during the year as part of its continuing mandate to provide the Minister of National Health and Welfare with informed, interested and timely advice on amateur sport, fitness and physical recreation.

At its 30th conference in Ottawa in October 1974, the Council created three committees — Recreation, Fitness and Sport — to study relevant questions and

problem areas that the Council had been studying over the last fiscal year, including effectively conveying the importance of the concept of "sport/recreation for all" to the Canadian public, developing better fitness and recreation programs for Canada's youth and evaluating the multiplicity of present national and international events in Canada.

### Special Projects

There are a number of projects of special interest to the Branch in this area of resource development.

Sport Canada contributed \$40,000 to the Association of Universities and Colleges of Canada for their study into the role of universities and colleges in the development of contemporary sport in Canada. The study group was established to examine, report and make recommendations on athletic programs in Canadian colleges and universities, keeping in mind their inter-relationships with educational programs of the institutions and with national sports governing bodies. A copy of the final report is available through the AUCC.

An exploratory survey on whether or not the jumping events in water-skiing, as now constituted, cause back injury problems, was yet another research project financed by Sport Canada. Each skier at the 1974 National Water Ski Championships completed a questionnaire detailing his competitive and medical history with particular reference to boat speeds and ramp height. X-rays of the lower back region were taken of each athlete and results are currently being assessed.

Recreation Canada is involved in a number of special projects, such as: the *Canadian Ski Marathon*, a 100 mile cross country ski event which attracted 2600 skiers between the ages of four and 99; *Cycle Canada '76* (aimed at Canadians of all ages) which will begin in the summer of '76 at the east, west and southern borders of Canada, with all participants converging on Montreal, the site of the

Olympic Games; and a season-long *boating and water safety program* organized by the Canada Safety Council.

## B) PHYSICAL RESOURCES DEVELOPMENT

The Fitness and Amateur Sport Branch has tended to move cautiously in the area of physical resources development — that is, financial assistance towards construction or upgrading of sports and recreation facilities. Emphasis has been given to human resource development for the most part. However, there continues to be a lack of good facilities for sport and recreation programs and a number of exceptions to this rule have been made, the principal one being the Canada Games.

The development of a number of first class facilities in centers across Canada is one of the main legacies of the Canada Games. Sport Canada assumed one-third of the capital expenditures of the 3rd Canada Winter Games held in Lethbridge/Southern Alberta in February, 1975. A contribution of \$530,000 to the 1975 Games Society went towards the construction of a major sportsplex, as well as an international speed skating oval.

In addition, Recreation Canada has been actively involved in the development of a fitness trail in Ottawa as a pilot project to measure the feasibility of this concept in the Canadian environment. This trail is due to open in the summer of 1975.

## 3. TRAINING

Certain Branch activities support events and projects for participants and athletes which foster the improvement of abilities and acquisition of knowledge in fitness, physical recreation and amateur sport.

### AI PARTICIPANTS

#### Canada Fitness Award

The Canada Fitness Award is an incentive award program reaching boys and girls, seven to 17 years of age. It is designed to create better attitudes towards personal fitness as well as improve attitudes and skills that will continue beyond their formative years.

The program is based on 6 fitness performance tests which give an overall picture of boys' and girls' general physical fitness condition. Excellence, gold, silver and bronze crests are awarded on the basis of the degree of achievement. In the fiscal year 1974-75, more than 800,000 crests were awarded, which brings the total number of crests awarded since the program's inception in 1970 to over 2,000,000.

#### Lifetime Sports

Recreation Canada provided financial assistance to the following "lifetime sport" associations to assist them in developing programs to meet the needs of their recreational participants: the Canadian Table Tennis Association, the Canadian Badminton Association, the Canadian Yachting Association, the Canadian Canoeing Association and the Bowling Federation of Canada.

Support was also provided to the following national associations to develop new sports or programs: thus increasing the choice of physical recreational opportunities available to Canadians: the Canadian Orienteering Federation, the Canadian Amateur Netball Association, the Canadian Modern Gymnastics Federation, the Canadian Council on Children and Youth's Task Force on Children's Play, the Canadian Old Time's Hockey Association and the Canadian Amateur Federation of Body Building.

### BI ATHLETES

#### Game Plan

The pursuit of excellence — this is the quest of Game Plan, a co-operative effort involving Sport Canada, the Canadian Olympic Association, the Olympic Trust Fund and some of the provinces. Game Plan supports programs designed to provide special training and extra assistance for Canadian athletes and coaches in Olympic sports, the target being a superior degree of performance in international competitions in the years to come.

During 1974-75, \$1,047,467 was expended by Sport Canada towards Game Plan projects. The types of programs supported include: increased national competition, training camps, travel for athletes and coaches, purchase of travel and expenses, talent identification, technical planning meetings and certain other national team programs.

Game Plan has continued its international program, developed for Canada's top athletes. An athlete is accorded A, B or C card status, depending on his or her world standing. All carded athletes are required to work out a training program with their coach with assistance from their sports technical co-ordinator. The athlete's support available to an athlete is determined largely by his or her achievement in international competition and this status is reviewed periodically.

A special warm weather training camp was held in Cuba during the Christmas period, enabling many of our athletes to train with and compete against some of the top Cuban teams. The training camp lasted ten days and involved a most 200 athletes, coaches, trainers, doctors, and managers.

#### Grants-in-Aid to Student Athletes

It can be an added strain to an athlete to hold down a full-time summer job to meet his educational expenses in the fall and winter and at the same time maintain his regular training schedule. The Branch's grants-in-aid to student athletes, which has been in operation since 1971, is

is a continuing incentive program which enables Canadian athletes to continue their education while participating in competitive sports.

To qualify, a recipient must attend a Canadian educational institution and have his athletic ability attested to by his sports governing body. A National Selection Committee then meets to review these ratings and submit the final recommendations for endorsement by the Minister of National Health and Welfare.

This year, 354 athletes representing 43 sports received assistance of \$1,600, \$1,200 and \$600, depending on whether they attended a university, community college, CEGEP or high school. Of this group, 70 awards were made specifically to the Atlantic Provinces. A further 18 scholarships and 62 bursaries were awarded to hockey players through Hockey Canada.





## 4. COMPETITION



The programs of the Fitness and Amateur Sport Branch have a dual role — the encouragement of participation by all Canadians in physical recreation paralleling the assistance to our young Canadian athletes in their pursuit of excellence. There is a decided overlap of function here, and should an individual take the step from leisure activity to the rigours of amateur competition, a carefully developed competitive structure must be there so that the athletes can measure their progress and derive inspiration for future effort in regional, national and international competitions.

### A) DEVELOPMENTAL

In support of developmental competitions, Sport Canada assists national sports associations in defraying travel costs of athletes and officials to national competitions. At the same time, the associations are encouraged to stage regional championships leading up to these national competitions, particularly in team sports.

#### Canada Games

The Canada Games are particularly significant developmental competitions, as they are restricted to athletes who have not yet achieved national status. The 3rd Canada Winter Games were held in February 1975 in Lethbridge, Southern Alberta, attracting 2,500 athletes organized into teams representing the provinces and the territories in 16 different sports events.

Sport Canada's overall contributions to the 1975 Canada Games totaled more than \$2 million, which included funds to help defray transportation costs of athletes and officials and reasonable accommodation and living expenses during the Games. The federal government contributes one-third of the capital costs of the Games and virtually one-hundred percent of the operating costs.

#### Northern Games

The Northern Native Games bring Inuit, Métis and Eskimo representatives from all over the North to compete in a variety of

and social activities. Recreation Canada provided \$510,000 towards transportation and administrative costs of the Fourth Annual Northern Games, held in Tuktoyaktuk in the Northwest Territories.

### B) EXCELLENCE

The Branch is also heavily involved in support of Canadian athletes in major international sports competitions, both at home and abroad.

#### 1. Hosting

##### *World Cycling Championships*

In August, 1974, the World Cycling Championships, which are usually held in Europe, were staged in North America for the first time in recent years. The City of Montreal hosted this exciting event and Sport Canada contributed \$105,151 towards expenses.

##### *1976 Olympiad for the Disabled*

As is traditional, the 1976 Olympiad for the Disabled will be held in the same country hosting the Olympic Games; Toronto, Ontario, will stage this event which, for the first time, will include the blind and amputees, in addition to paraplegics. The federal government plans to provide substantial financial support for the staging of this event.

#### 2. International and World Competitions

Sport Canada has continued to support Canadian athletes and officials to attend single-sport and multi-sport international competitions, with financial contributions to help defray travel costs. The Game Plan program has augmented the funds available for this purpose.

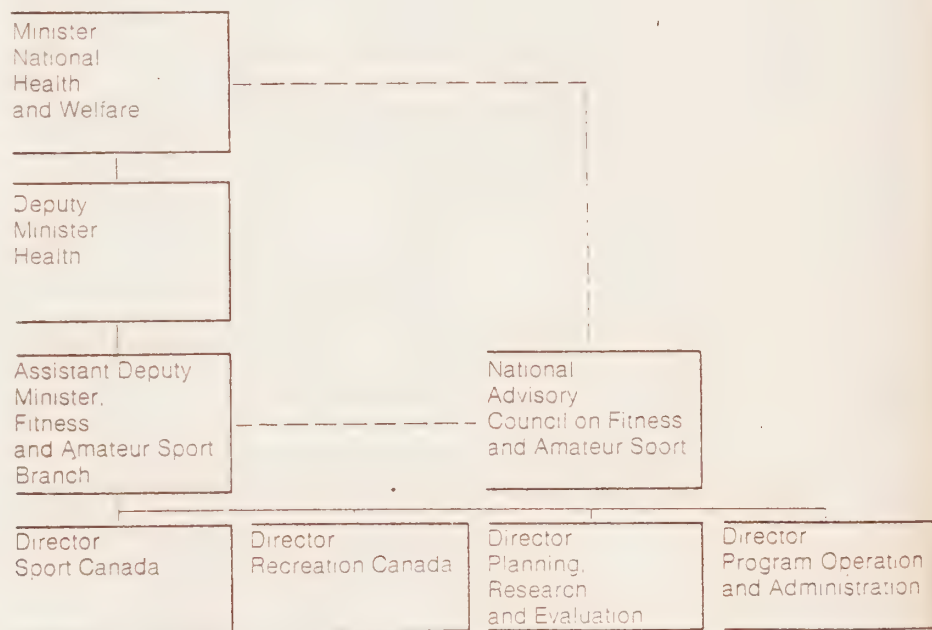
The World Winter Games for the Disabled were held in February, 1975, in Lake Placid, New York and Sport Canada gave its support to a team of 36 athletes attending this event. This was the first Winter Games for the Disabled to include sports other than skiing. The competitive schedule included speed skating, hockey, alpine and cross country skiing, ski jumping and demonstration sports of speed skating and hockey.

# ORGANISATION OF THE BRANCH

The current organizational structure of the Branch, which has now been in successful operation for one year, will be maintained for the fiscal year 1975-76. This organization chart gives an overall view of the Branch: Sport Canada, Recreation Canada, Program Operations and Administration and Planning, Research and Evaluation.

During 1975-76, the Planning, Research and Evaluations Section will be engaged in defining and planning a long-term project design for the Fitness and Amateur Sport Branch, into which most Branch personnel will have an input.

## FITNESS AND AMATEUR SPORT BRANCH



# SUMMARY OF CONTRIBUTIONS



Sport Canada	\$ 8,554,155
Recreation Canada	3,436,201
Program Operations and Administration	\$ 647,183
<b>Total</b>	<b>\$12,637,539</b>

## SPORT CANADA/CONTRIBUTIONS

<i>Association</i>	<i>Block Contrib.</i>	<i>Game Plan</i>	<i>Exec. Director</i>	<i>Tech. Director</i>	<i>Total</i>
Aquatics	\$ 13,835	\$	\$ 12,600	\$	\$ 26,435
Archery	39,725	15,228			54,953
Badminton	101,402		12,000	11,250	124,652
Baseball	67,026		12,000		79,026
Basketball	93,315	19,047	12,000		124,362
Bobsleigh	7,734				7,734
Boxing	68,599	18,641	12,000	13,750	112,990
Canoeing	62,559	12,509	12,000	15,000	102,068
Cricket	12,561				12,561
Curling (Men)	4,226				4,226
Curling (Women)	23,351				23,351
Cycling	154,138	9,450	12,000	15,000	190,588
Diving	43,000	16,933		15,000	74,933
Equestrian	4,990	39,418	12,000		56,408
Fencing	55,317	19,650		15,000	89,967
Field Hockey (Men)	60,621	17,320	12,000		89,941
Field Hockey (Women)	64,145				64,145
Figure Skating	54,210	58,197	12,000	15,000	139,407
Football	34,100		12,000	12,500	58,600
Golf (Women)	18,400		12,000		30,400
Golf (Men)	3,047				3,047
Gymnastics (Men)	83,113	21,500	12,000	15,000	131,613
Gymnastics (Women)	53,683	25,021			78,704
Handball	18,999				18,999
Hockey	76,303		12,000	15,000	103,303
Hockey Canada	157,500				157,500
Horse Council	8,000		12,000		20,000
Judo	41,154	34,342			75,496
Karate	12,603				12,603
Lacrosse	95,478		12,000		107,478
Ladies Lawn Bowling	8,178				8,178
Lawn Bowling Council	1,608				1,608
Lawn Tennis	27,137		12,000		39,137



## SPORT CANADA/CONTRIBUTIONS

<i>Association</i>	<i>Block Contrib.</i>	<i>Game Plan</i>	<i>Exec. Director</i>	<i>Tech. Director</i>	<i>Total</i>
Parachuting	\$ 35,848	\$	\$	\$	\$ 35,848
Pentathlon (Modern)	776	2,808			3,584
Racquetball	7,275				7,275
Rowing (Oarsmen)	62,026	54,900	12,000	15,000	143,926
Rugby	47,930				47,930
Shooting	82,033	31,200	7,000	10,000	130,233
Skiing	208,101	164,993	12,000	30,000	415,094
Soaring	2,622				2,622
Soccer	124,032	40,436	12,000	15,000	191,468
Softball	112,387		11,000		123,387
Speed Skating	36,490	48,800		15,000	100,290
Sport Medicine	5,866				5,866
Sport Sciences	2,990				2,990
Squash Racquets	7,963				7,963
Swimming	144,678	42,000	12,000	15,000	213,678
Synchronized Swimming	54,140				54,140
Table Tennis	101,073		12,000		113,073
Team Handball	20,999	28,107			49,106
Track and Field	161,875	87,504	12,000	15,000	276,379
Volley Ball	93,803	46,293	12,000	15,000	167,096
Water Polo	59,072	26,313		15,000	100,385
Water Skiing	27,263		12,000		39,263
Weightlifting	27,951	20,400	5,000		53,351
Wrestling	36,815	45,982	12,000		94,797
Yachting	120,356	32,475	12,000	15,000	179,831
Sports Federation of Canada	95,638				95,638
Canadian Intercollegiate Athletic Union	52,205		12,000		64,205
Canadian Olympic Assoc.	43,439	68,000	12,000		123,439
Coaching Assoc. of Canada	288,000		12,000		300,000
Can. Fed. of Prov. School Athletic Assoc.	10,425		12,000		22,425
Can. Colleges Athletic Association	24,465				24,465
Can. Women's Intercollegiate Athletic Union	67,860				67,860
Can. Wheelchair Sports	50,676				50,676
Silent Sports	24,559				24,559
Can. Athletic Therapists Association	6,621				6,621
<b>Total</b>	<b>\$3,818,309</b>	<b>\$1,047,467</b>	<b>\$395,600</b>	<b>\$302,500</b>	<b>\$5,563,876</b>





## SPORT CANADA/SPECIAL CONTRIBUTIONS

### Administration

National Sport and Recreation Center	\$1,413,000
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### Games

1973 Canada Summer Games	\$ 6,460
1975 Canada Winter Games	1,354,613
Société d'accueil du Festival International de la Jeunesse Francophone	25,706
1976 Olympiad for the Physically Disabled	50,000
<b>Total</b>	<b>\$1,436,779</b>

### Special Projects

Canada's Sports Hall of Fame	\$ 15,000
Laurentian University (facilities)	62,000
Le Congrès international des sciences de l'activité physique 1976, Inc.	25,000
Vancouver/Garibaldi Olympic Development	18,500
Association of Universities and Colleges of Canada	20,000
<b>Total</b>	<b>\$ 140,500</b>





## RECREATION CANADA/CONTRIBUTIONS

### *Associations*

Alpine Club	\$ 498
Association of Underwater Councils	14,619
Badminton	4,426
Boy's Clubs of Canada	62,860
Boy's Scouts of Canada	41,534
Rowing Federation of Canada	13,821
Canadian Amateur Federation of Body Building	2,042
Canadian Association for Mentally Retarded	55,500
Canadian Camping Association	51,714
Canadian Canoe Association	4,401
Canadian Council on Children & Youth	20,500
Canadian Cycling Association	37,635
Canadian Orienteering Association	47,373
Canadian Red Cross Association *	22,378
Canadian Safety Council	10,000
Canadian Ski Marathon	20,500
Canadian Soc. of Landscape Architects Congress '74	994
Canadian Table Tennis Association	6,620
Canadian Yachting Association	28,526
Canadian Youth Hostels Association	61,567
Football	14,718
Guides Catholiques	32,408
Horse Council	856
Metro Toronto Association for Mentally Retarded	6,000
National Council of Y.M.C.A.'s of Canada	55,354
National Council of Y.W.C.A.'s of Canada	6,890
Netball	7,123
Outward Bound	27,500
Royal Life Saving Society	30,727
Scouts Catholiques	83,050
Ski Patrol	33,484
Snowshoers Union	1,988
Canadian Association of Health, Physical Education & Recreation	34,236
Canadian Parks & Recreation Association	48,324
Board of Public Parks and Public Recreation	10,000
Canadian Amateur Hockey Association	4,500
Canadian Council for Co-operation in Aquatics	7,164
Girl Guides of Canada	26,497
<b>Total</b>	<b>\$938,327</b>



## RECREATION CANADA/SPECIAL CONTRIBUTIONS

<i>Provinces and Territories</i>	<i>Facilities Survey Payments</i>	<i>Block Contributions</i>	<i>Total</i>
Newfoundland	\$ 14,452	\$ 78,500	\$ 92,952
Prince Edward Island	4,817	54,500	59,317
Nova Scotia	14,452	96,000	110,452
New Brunswick	22,077	95,000	117,077
Quebec		40,000**	40,000
Ontario	95,196		95,196
Manitoba	19,977		19,977
Saskatchewan	26,679		26,679
British Columbia	36,273		36,273
Yukon Territory		70,000	70,000
Northwest Territories		80,000	80,000
<b>Total</b>	<b>\$233,923</b>	<b>\$514,000</b>	<b>\$747,923</b>

\*\* Arctic Winter Games.

### Native Peoples

Union of Ontario Indians	\$ 50,000
INSPOL	90,000
Yukon Native Brotherhood	60,000
Grand Council Treaty # 3	40,000
Grand Council Treaty # 9	40,000
Indiens du Québec	90,000
Manitoba Indians Brotherhood	50,000
Union of New Brunswick Indians	40,000
Federation of Saskatchewan Indians	135,000
B.C. Native Amateur Sport & Recreation Federation	100,000
Manitoba Métis Federation	40,000
B.C. Association of Non-Status Indians	65,000
Métis of Saskatchewan	125,000
Northern Quebec Inuit Association	20,000
Association of Iroquois & Allied Indians	30,000
Union of Nova Scotia Indians	20,000
Ontario Federation of Friendship Centers	16,000
Laurentian Alliance of Métis and Non-Status Indians Inc.	12,000
Native Association of Newfoundland and Labrador	6,738
<b>Total</b>	<b>\$1,029,738</b>



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**Facilities**

Facilities Survey (Université de Québec)	\$ 80,459
Fitness Trail (City of Ottawa)	12,000
<b>Total</b>	<b>92,459</b>

**Special Projects**

Sport Participation Canada	\$ 500,000
University of Saskatchewan (Research)	25,805
Kalev Estienne School of Modern Gymnastics	5,000
Canadian National Institute for the Blind	21,949
<b>Total</b>	<b>522,754</b>

**Games**

Northern Games	\$ 50,000
1976 Olympiad for the Physically Disabled	25,000
<b>Total</b>	<b>\$ 75,000</b>



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## PROGRAM OPERATIONS AND ADMINISTRATION

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Grants-in-Aid to Student Athletes

\$647,183

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# DIVISION DE L'EXÉCUTION DES PROGRAMMES ET DE L'ADMINISTRATION

Subventions aux étudiants sportifs canadiens

5647 183

Relevé des installations (Université du Québec)	\$ 80 459
Pistes de conditionnement (Ville d'Ottawa)	12 000
<b>Total</b>	<b>\$ 92 459</b>

<b>Projets spéciaux</b>	
Sports Participation Canada	\$ 500 000
Université de la Saskatchewan (Recherche)	25 805
École Kaley Estienne de gymnastique moderne	5 000
Institut canadien des aveugles	21 949
<b>Total:</b>	<b>522 754</b>

<b>Jeux</b>	
Jeux du Nord canadien	\$ 50 000
Les Jeux olympiques de 1976 pour les invalides	25 000
<b>Total:</b>	<b>\$ 75 000</b>



# RÉCRÉATION CANADA/CONTRIBUTIONS SPÉCIALES

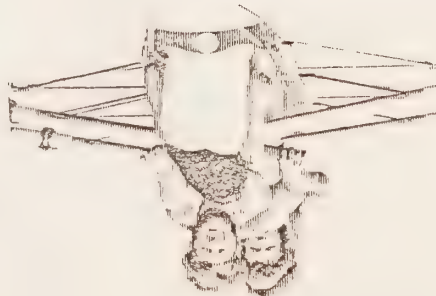
Provinces et Territoires	Versements: relevé des installations	Contributions globales	Total
Terre-Neuve	\$ 14 452	\$ 78 500	\$ 92 952
Ile-du-Prince-Édouard	4 817	54 500	59 317
Nouvelle-Écosse	14 452	96 000	110 452
Nouveau-Brunswick	22 077	95 000	117 077
Québec	.	40 000**	40 000
Ontario	95 196		95 196
Manitoba	19 977		19 977
Saskatchewan	26 679		26 679
Colombie-Britannique	36 273		36 273
Yukon		70 000	70 000
Territoires du Nord-Ouest		80 000	80 000
<b>Total:</b>	<b>\$233 923</b>	<b>\$514 000</b>	<b>\$747 923</b>

\*\*Deux d'hiver de l'Arctique

Autochtones	
L'Association des Indiens de l'Ontario	\$ 50 000
INSPOL	90 000
La fraternité des autochtones du Yukon	60 000
La traite du Grand Conseil n° 3	40 000
Le traité du Grand Conseil n° 9	40 000
Les Indiens du Québec	90 000
La fraternité des Indiens du Manitoba	50 000
L'Association des Indiens du Nouveau-Brunswick	40 000
L'Association des Indiens de la Saskatchewan	135 000
La Fédération de loisirs et des sports amateurs de la Colombie-Britannique	100 000
La Fédération des Métis du Manitoba	\$ 40 000
L'Association des Indiens non inscrits de la Colombie-Britannique	65 000
Société des Métis de la Saskatchewan	125 000
Association des Inuit du Nord du Québec	20 000
L'Association des Iroquois et des Indiens alliés	30 000
L'Association des Indiens de la Nouvelle-Écosse	20 000
La Fédération ontarienne des centres d'amitié	16 000
L'Alliance laurénienne des Métis et des Indiens non inscrits, Inc.	12 000
L'Association des autochtones de Terre-Neuve et du Labrador	6 738
<b>Total:</b>	<b>\$1 029 738</b>



# RÉCRÉATION CANADA/CONTRIBUTIONS



## Associations

Club alpin du Canada	14 619
Association des clubs de plongée sous-marine	4 426
Badminton	62 860
Boy's Club of Canada	41 534
Boy Scouts of Canada	13 821
Fédération canadienne des jeux de quilles	2 042
Fédération canadienne du culturisme amateur	55 500
Association canadienne pour les déficients mentaux	51 714
Association canadienne de camping	4 401
Association canadienne de canotage	20 500
Conseil canadien de l'enfance et de la jeunesse	37 635
Association canadienne de cyclisme	47 373
Association canadienne d'orientation	22 378
Association canadienne de la Croix-Rouge	10 000
Conseil canadien de la sécurité	20 500
Marathon de ski canadien	994
Congrès '74 de la société canadienne des architectes paysagistes	6 620
Association canadienne de tennis de table	28 626
Fédération canadienne du yachting	61 567
Association canadienne des auberges de jeunesse	14 718
Football	32 408
Guides catholiques	856
Conseil hippique	6 000
Association métropolitaine de Toronto pour les déficients mentaux	55 354
Conseil national des Y.M.C.A. du Canada	6 890
Conseil national des Y.W.C.A. du Canada	7 123
Netball	27 500
Outward Bound	30 727
Royal Life Saving Society	83 050
Les scouts catholiques	33 484
Patrouille de ski	1 988
Union des raquetteurs	34 236
Association canadienne pour la santé, l'éducation physique et la récréation	48 324
Association canadienne des parcs et loisirs	10 000
Conseil des parcs et des loisirs publics	4 300
Association canadienne du hockey amateur	7 164
Conseil canadien pour la coopération dans les sports nautiques	26 497
Guides du Canada	S 938 327
<b>Total:</b>	

# SPORT CANADA/ CONTRIBUTIONS SPÉCIALES

## Administration

Centre national du sport et de la Récréation

## Jeux

Jeux d'été du Canada de 1973

Jeux d'hiver du Canada de 1975

Société d'accueil du Festival international de la jeunesse francophone

Jeux olympiques de 1976 pour les handicapés physiques

## Total:

\$1 436 779

## Projets spéciaux

Temple de la renommée

Université Laurentienne (installations)

Le Congrès international des sciences de l'activité physique 1976, Inc.

Présentation de Vancouver-Garibaldi pour les Jeux olympiques d'hiver

Association des collèges et universités du Canada

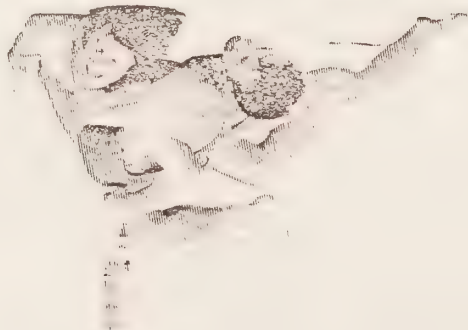
## Total:

\$ 140 500





## SPORT CANADA/CONTRIBUTIONS



Association	Contribution globale	Plan des jeux	Directeur exécutif	Directeur technique	Total
Parachutisme	\$ 35 848	\$	\$	\$	\$ 35 848
Pentathlon moderne	776	2 808			3 584
Racquetball	7 275				7 275
Aviron (rameurs)	62 026	54 900	12 000	15 000	143 926
Rugby	47 930				47 930
Tir	82 033	31 200	7 000	10 000	130 233
Ski	208 101	164 993	12 000	30 000	415 094
Vol à voile	2 622				2 622
Soccer	124 032	40 436	12 000	15 000	191 468
Balle-molle	112 387		11 000		123 387
Patinage de vitesse	36 490	48 800		15 000	100 290
Médecine sportive	5 866				5 866
Sciences sportives	2 990				2 990
Squash racquets	7 963				7 963
Natation	144 678	42 000	12 000	15 000	213 678
Nage synchronisée	54 140				54 140
Tennis de table	101 073		12 000		113 073
Handball par équipe	20 999	28 107			49 106
Athlétisme	161 875	87 504	12 000	15 000	276 379
Volley-ball	93 803	46 293	12 000	15 000	167 096
Water-polo	59 072	26 313		15 000	100 385
Ski aquatique	27 263		12 000		39 263
Haltérophilie	27 951	20 400	5 000		53 351
Lutte	36 815	45 982	12 000		94 797
Yachting	120 356	32 475	12 000	15 000	179 831
Fédération canadienne des sports	95 638				95 638
<del>Fédération canadienne des sports</del>	52 205		12 000		64 205
Association olympique du Canada	43 439	68 000	12 000		123 439
Association canadienne des entraîneurs	288 000		12 000		300 000
Fédération canadienne des associations athlétiques des écoles provinciales	10 425		12 000		22 425
Association athlétique collégiale	24 465				24 465
Union féminine canadienne sportive inter-universitaire	67 860				67 860
Association on canadienne des sports en fauteuil roulant	50 676				50 676
Fédération on des sports en fauteuil roulant	24 559				24 559
Association on canadienne des entraîneurs pour le sport	6 627				6 627
Total:	\$3 818 309	\$1 047 467	\$395 600	\$302 500	\$5 563 876

Union sportive interuniversitaire canadienne

# INVENTAIRE DES CONTRIBUTIONS



Sport Canada

Récréation Canada

Division de l'exécution des programmes et de l'administration

Total:

\$ 8 554 153  
\$ 3 436 201  
\$ 647 183  
\$ 12 637 539

## SPORT CANADA/ CONTRIBUTIONS

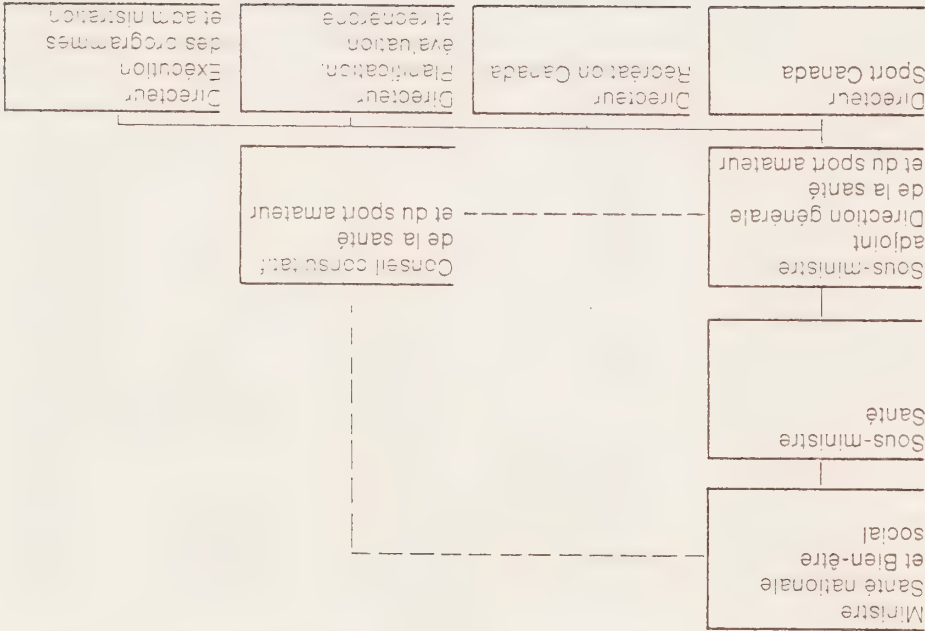
Association	Contribution globale	Plan des jeux	Directeur exécutif	Directeur technique	Total
Sports aquatiques	\$ 13 835	\$	\$ 12 600	\$	\$ 26 435
Tir à l'arc	39 725	15 228			54 953
Badminton	101 402			11 250	124 652
Base-ball	67 026				79 026
Basket-ball	93 315	19 047			124 362
Bobsleigh	7 734				7 734
Boxe	68 599	18 641		13 750	112 990
Canotage	62 559	12 509			102 068
Criquet	12 561				12 561
Curling (hommes)	4 226				4 226
Curling (femmes)	23 351				23 351
Cyclisme	154 138	9 450		15 000	190 588
Piongeon	43 000	16 933		15 000	74 933
Équitation	4 990	39 418			56 408
Escrime	55 317	19 650		15 000	89 967
Hockey sur gazon (hommes)	60 621	17 320			89 941
Hockey sur gazon (femmes)	64 145				64 145
Patinage artistique	54 210	58 197		15 000	139 407
Football	34 100				58 600
Golf (femmes)	18 400			12 500	30 400
Golf (hommes)	3 047				3 047
Gymnastique (hommes)	83 113	21 500		15 000	131 613
Gymnastique (femmes)	53 683	25 021			78 704
Handball	18 999				18 999
Hockey	76 303			15 000	103 303
Hockey Canada	157 500				157 500
Conseil nipponique	8 000				20 000
Judo	41 154	34 342			75 496
Karaté	12 603				12 603
Jeu de crosse	95 478				107 478
Boulingrin pour dames	8 178				8 178
Conseil du boulingrin	\$ 1 608				\$ 1 608
Tennis sur gazon	27 137				39 137

# ORGANISATION DE LA DIRECTION GÉNÉRALE

## DIRECTION GÉNÉRALE DE LA SANTÉ ET DU SPORT AMATEUR

La structure actuelle de la Direction générale, qui a maintenant poursuivi ses activités avec succès pendant un an, sera maintenue durant l'année financière 1975-1976. Cet organigramme donne un aperçu de la Direction générale: Sport Canada; Récréation Canada. Exécution des programmes et administration; Planification, Recherche et Évaluation.

En 1975-1976, la section Planification, Recherche et Évaluation sera engagée dans un travail de définition et de planification des grandes lignes d'un projet à long terme pour la Direction générale de la santé et du sport amateur. La plus grande partie du personnel de la Direction générale participera à cette tâche.



## 4. COMPÉTITION



Les programmes de la Direction générale de la santé et du sport amateur visent un double objectif: encourager tous les Canadiens à participer aux loisirs physiques et, en même temps, aider nos jeunes athlètes canadiens à atteindre les sommets. Il y a nettement ici un besoin d'harmonisation des activités, car si un sujet franchit le seuil des activités de loisir pour s'astreindre aux exigences rigoureuses de la compétition du sport amateur, il lui faut l'appui d'une structure de compétition soigneusement organisée. Cette structure lui permettra de mesurer ses progrès et de trouver la motivation nécessaire à ses efforts futurs dans des compétitions régionales, nationales et internationales.

### A) PERFECTIONNEMENT

Afin de soutenir les compétitions de perfectionnement, Sport Canada assiste les associations sportives nationales et à cette fin, prend en charge les frais de déplacement des athlètes et des officiels aux compétitions nationales. En même temps, les associations sont encouragées à organiser des championnats régionaux, conduisant à des compétitions nationales, surtout dans le cas des sports d'équipe.

#### Jeux du Canada

Les Jeux du Canada sont des compétitions de perfectionnement d'une importance particulière, car ils sont réservés aux athlètes qui ne se sont pas encore classés dans les catégories nationales. Les 3<sup>e</sup> Jeux d'hiver du Canada eurent lieu en février 1975 à Lethbridge, au sud de l'Alberta. Ils attirèrent 2500 athlètes répartis en équipes représentant les provinces et les Territoires en 16 disciplines sportives d'hiver.

La contribution financière totale de Sport Canada aux Jeux du Canada de 1975 s'éleva à plus de deux millions de dollars, soit des fonds pour subvenir aux frais de déplacement des athlètes et des officiels et aux dépenses normales concernant les Jeux. Le gouvernement fédéral a contribué à ces dépenses normales et de subsistance concernant les athlètes canadiens et les officiels dans leur participation aux compétitions internationales d'un ou plusieurs sports, grâce

### B) EXCELLENCE

#### Jeux Nordiques

Les Jeux du nord Canadien pour les autochtones réunissent les Indiens, les Métis et les Esquimaux dans des compétitions amicales ainsi que dans des activités socio-culturelles. Récréation Canada a fourni \$510 000 pour les frais de déplacement et d'administration des 4<sup>e</sup> Jeux Nordiques annuels tenus à Tuktoyaktuk dans les Territoires du Nord-Ouest.

La Direction générale joue aussi un rôle très actif dans le soutien des athlètes canadiens qui participent aux grandes compétitions sportives internationales, aussi bien au pays qu'à l'étranger.

#### 1. Accueil

Les championnats mondiaux de cyclisme

En août 1974, les championnats mondiaux de cyclisme, qui ont lieu habituellement en Europe, furent organisés en Amérique du Nord pour la première fois. La ville de Montréal accueillit cette manifestation patrimoniale et Sport Canada y est allé d'une contribution financière de \$105 151.

#### Les Jeux olympiques de 1976

Seon la tradition établie, les Jeux olympiques de 1976 pour les handicapés physiques ont eu lieu dans le pays hôte des Jeux olympiques. La ville de Toronto (Ontario) organisera cet événement sportif qui inclura, pour la première fois, les aveugles et les amputés, outre les paralysés. Le gouvernement fédéral projette de fournir un appui financier important pour la réalisation de cet événement

#### 2. Compétitions sportives internationales et mondiales

Sport Canada a continué de soutenir les athlètes canadiens et les officiels dans leur participation aux compétitions internationales d'un ou plusieurs sports, grâce



# 3. ENTRAÎNEMENT

Certains services de la Direction générale appuient les manifestations et les projets qui favorisent chez les athlètes et les participants l'acquisition des connaissances en matière de conditionnement et de loisirs physiques et de sport amateur.

## A) PARTICIPANTS

### Le Prix canadien de l'efficacité physique

Le programme du Prix canadien de l'efficacité physique s'adresse aux garçons et filles de 7 à 17 ans. Son objectif est de développer de meilleures attitudes à l'égard du conditionnement physique personnel et d'améliorer des aptitudes et des qualités qui subsisteront après leurs années de formation.

Le programme comprend six années de formation. Les athlètes qui subsisteront après leurs années de formation. Les athlètes qui subsisteront après leurs années de formation. Les athlètes qui subsisteront après leurs années de formation.

### Sports de tout âge

Récréation Canada a accordé une aide financière à des associations de «sports de tout âge» pour la réalisation de programmes destinés aux intéressés. Les programmes sont des programmes destinés aux intéressés. Les programmes sont des programmes destinés aux intéressés.

Il y eut aussi un accord accordé à d'autres associations nationales et de provinces pour la réalisation de programmes destinés aux intéressés. Les programmes sont des programmes destinés aux intéressés.

## B) ATHLÈTES

### Plan des Jeux

La poursuite de l'excellence, tel est ce que recherche le Plan des Jeux, couvre dans laquelle se conjuguent les efforts de Sport Canada, de l'Association olympique canadienne, du Trust olympique et de quelques-unes des provinces. Le Plan des Jeux appuie des programmes conçus de façon à fournir un entraînement spécial, et une aide supplémentaire aux athlètes canadiens et aux entraîneurs des sports olympiques. Le but consiste à développer un rendement supérieur dans ces formations lors des futures compétitions internationales.

En 1974-1975, Sport Canada dépense \$1 047 467 pour des projets du Plan des Jeux. Les projets financés comprennent l'acquisition de la composition à l'échelle nationale, des camps et des stages pour les athlètes et les entraîneurs, les salaires et les frais des entraîneurs, la recherche de talents nouveaux, les réunions de planification technique et certains programmes concernant l'équipe nationale junior.

Le Plan des Jeux a pour suivi son programme d'encouragement destiné aux meilleurs athlètes canadiens. L'objectif est d'établir selon ses qualifications à l'échelle mondiale. Tous les athlètes détenteurs de cartes sont tenus de suivre un programme d'entraînement avec l'aide de leur entraîneur et du directeur technique de leur province. L'importance de l'aide financière est évidente et son exigence est révisée périodiquement.

Un camp d'entraînement sera, sous un climat chaud, organisé à Cuba pendant la période de l'été. L'Association canadienne de hockey et la Fédération canadienne d'athlètes de nos athlètes de s'entraîner en matière de conditionnement et de loisirs physiques et de sport amateur.

### Subventions aux étudiants sportifs

L'étudiant obligé de se trouver un emploi durant la période de vacances dans le but de payer ses frais de scolarité peut difficilement s'entraîner à fond. Les subventions qu'accorde la Direction générale pour aider les étudiants sportifs exercent depuis quatre ans. Ce programme permet aux athlètes canadiens de poursuivre leurs études tout en participant aux sports de compétition.

Pour y être admissible, le candidat doit fréquenter une institution canadienne d'enseignement; il faut aussi que ses activités athlétiques fassent l'objet d'une attestation émanant de sa fédération sportive. Un comité national de sélection se réunit ensuite pour étudier ces évaluations et présenter les recommandations finales pour l'approbation du Ministère de la Santé nationale et du Bien-être social.

Cette année, 354 athlètes, représentant 43 sports, ont reçu une subvention individuelle de \$1800, \$1200 ou \$600, selon qu'ils fréquentaient une université, un collège, un CEGEP ou une école secondaire. Un pourcentage supplémentaire de 18 courses d'étude et de 62 courses d'athlètes. Un pourcentage supplémentaire de 18 courses d'étude et de 62 courses d'athlètes. Un pourcentage supplémentaire de 18 courses d'étude et de 62 courses d'athlètes.

Un camp d'entraînement sera, sous un climat chaud, organisé à Cuba pendant la période de l'été. L'Association canadienne de hockey et la Fédération canadienne d'athlètes de nos athlètes de s'entraîner en matière de conditionnement et de loisirs physiques et de sport amateur.



avec quelques-unes des meilleures athlètes canadiennes et de se mesurer à elles. Le camp d'entraînement dura dix jours et engagea la participation de près de 200 athlètes, entraîneurs, médecins et gosses.



## B) DÉVELOPPEMENT DES RESSOURCES MATÉRIELLES

La Direction générale de la santé et du sport amateur a eu tendance à agir prudemment dans le domaine du développement des ressources matérielles, c'est-à-dire de l'achat, l'acquisition, l'entretien, l'entretien pour construire ou améliorer des installations de sports et de loisirs physiques. On s'est surtout concentré sur

un bilan des résultats de cette enquête. Récréation Canada est engagé dans un certain nombre de projets spéciaux, notamment le *Marathon canadien de ski*, événement sportif de ski de fond sur un parcours de 100 milles, qui a attiré 2600 skieurs âgés de 4 à 39 ans; *Cycle '76*, qui s'adresse aux Canadiens de tout âge, débutera à l'été 1976 et impliquera les frontières est, ouest et sud du Canada, alors que tous les participants convergeront sur Montréal, lieu des Jeux olympiques; et le *programme de sécurité nautique* et *aquatique* organisé par le Conseil canadien de la sécurité, qui se poursuit toute une saison.

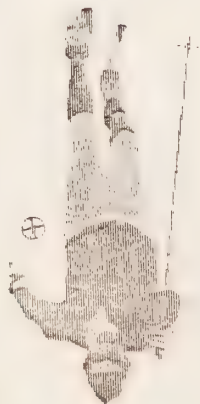
De plus, Récréation Canada s'est engagée activement dans la réalisation d'une piste de conditionnement physique à Ottawa. Il s'agit d'un projet-pilote visant à évaluer la possibilité de réaliser ce concept dans un milieu canadien. Cette piste sera prête à l'été de 1975.

La réalisation de quelques installations de première qualité dans des centres à travers le Canada reste l'un des principaux avantages découlant des Jeux du Canada. Sport Canada a financé le tiers des dépenses des 3<sup>e</sup> Jeux canadiens d'hiver tenus à Lethbridge, au sud de l'Alberta, en février 1975. Une contribution de \$530 000 à la Société des Jeux de 1975 fut affectée à la construction d'un complexe sportif important, ainsi qu'à une piste de patinage de vitesse répondant aux normes internationales.

Le développement des ressources humaines, cependant, il y a toujours pénurie de bonnes installations destinées aux programmes de sports et de loisirs physiques. Un certain nombre de réalisations font exception à cette règle, notamment les universités et des collèges du Canada.

Notons un autre projet de recherche financé par Sport Canada, à savoir s'il est vrai que les sauts dans le ski aquatique, tels que pratiqués actuellement, causent des blessures dorsales. Chaque skieur aux Championnats nationaux de ski aquatique de 1974, a rempli un questionnaire dans lequel il décrivait les compétitions réalisées, ses antécédents médicaux et notait particulièrement ses performances relatives à la vitesse du bateau et la hauteur de la rampe de saut. On radio-graphia la partie inférieure du dos de chaque athlète. Actuellement, on dresse





Le Centre national des sports et de la récréation, situé au 333 River Road, à Vanier (Ontario) est une partie intégrante du programme de soutien administratif, maintenant reconnue, sinon indispensable, du programme de soutien administratif de la Direction générale. Le Centre abrite 42 associations nationales de sport et de récréation. Il leur assure des services essentiels dans les domaines de l'administration, du développement technique et de la promotion. Cela inclut des conseils en relations publiques et des services de reproduction, de comptabilité, de traduction et de secrétariat. On envisage d'étendre au plus grand nombre possible d'associations l'avantage d'utiliser ces services et d'être réunies, dès que possible, à proximité des bureaux de la Direction générale.

Pendant l'année financière 1974-75, la Direction générale de la santé et du sport amateur a accordé au Centre des contributions de \$1 413 000 afin de l'aider à acquitter ses frais de fonctionnement.

*La Fédération des sports du Canada* a reçu une aide financière de Sport Canada afin de coordonner et expédier plus rapidement les demandes d'assistance des associations indépendantes au Centre national. La Fédération se charge d'informer ces associations sur tout sujet afférent à l'évolution ou au développement de celles-ci.

**Contributions au bénéfice des provinces et des Territoires**

Récréation Canada a accordé une aide financière aux provinces de l'Atlantique et aux deux Territoires afin de les aider à réaliser leurs programmes de sport et de récréation. Une contribution de \$95 000 fut versée au Nouveau-Brunswick, de \$96 000 à la Nouvelle-Écosse, de \$54 000 à l'Île-du-Prince-Édouard, de \$78 500 à Terre-Neuve, de \$80 000 aux Territoires du Nord-Ouest et de \$70 000 au Yukon.

En général, ces fonds servent à la formation d'entraîneurs et au financement des services d'administration. Quelques-uns des projets soutenus de cette façon furent les suivants: un cours de formation des entraîneurs à l'Université de Moncton; le Programme de formation des cadres

**Echanges internationaux de séjour**

Sport Canada (en collaboration avec le ministère des Affaires extérieures) a réalisé des échanges de séjour pour sportifs avec la République populaire de Chine. Des équipes canadiennes de natation, de plongeon et de gymnastique visiteront la Chine, tandis que nous accueillons des équipes féminines chinoises de volleyball et de basket-ball. Un programme d'échange a aussi été mis au point avec l'U.R.S.S.

Le festival international de la jeunesse fut réalisé à Québec en août 1974 et couronné de succès. Cet événement était essentiellement un festival de jeunes de la francophonie mondiale. Il fut divisé en deux sections: la culture et les sports. Sport Canada s'intéressa particulièrement à la culture et aida le comité d'accueil, le Secrétariat d'État et le ministère des

**Hockey Canada**

Sport Canada a accordé une contribution de \$237 500 à Hockey Canada. Ces fonds financèrent le secrétariat, servirent au développement de techniques de jeu et à des programmes conjoints de recherche sur l'entraînement du jeu à tous les niveaux. Ces travaux furent entrepris en collaboration avec l'Association canadienne de Hockey amateur qui supportera à ses frais la plupart de ces projets un jour.

**Organisations au service des autochtones**

Récréation Canada a continué de soutenir les organisations provinciales et territoriales d'Indiens et de Métis. Des contributions de \$1 029 738 ont servi à financer le développement de programmes de sports et de récréation, à favoriser une plus grande participation des Indiens et des Métis et à améliorer leurs aptitudes, afin qu'ils puissent prendre part sur une base plus vaste et plus équitable aux activités sportives canadiennes.

de sports en Nouvelle-Écosse; l'Institut provincial des sports à l'Île-du-Prince-Édouard; et le Programme expérimental de formation au ski des Territoires (TEST).

**Projets spéciaux**

Il existe de nombreux autres projets d'un intérêt particulier pour la Direction générale dans le domaine du développement des ressources.

Sport Canada a versé une contribution de \$40 000 à l'Association des universités et des collèges du Canada pour une étude sur le rôle des universités et des collèges accueillis dans le développement du sport au Canada. Le groupe d'étude était chargé d'examiner la question, de rédiger un rapport et d'émettre des recommandations au sujet des programmes d'athlétisme dans les universités et collèges canadiens, en ne

A sa 30<sup>e</sup> Conférence à Ottawa, en octobre 1974, le Conseil crea trois comités, soit la Récréation, le Sport et la Condition physique, afin de poursuivre l'étude des questions et problèmes pertinents soulevés au cours de la dernière année financière. Parmi ces sujets, notons la diffusion à travers le pays du concept que le «sport et les loisirs physiques pour tous» est important; la promotion de meilleurs programmes de conditionnement physique et de loisirs pour les jeunes Canadiens et l'évaluation des résultats sportifs obtenus à l'échelle nationale et internationale au cours de la dernière année par nos athlètes.

La Loi sur la santé et le sport amateur (1961) prévoit la création d'un Conseil consultatif national de la santé et du sport amateur. Il doit y avoir dans ce conseil, au moins un membre venant de chacune des provinces, le total de membres ne dépassant pas 30 personnes. Les réunions eurent lieu deux fois au cours de l'année ainsi qu'il est prévu dans le mandat permanent du conseil, lequel consiste à donner au ministre de la Santé nationale et du Bien-être social des avis éclairés pertinents et opportuns au sujet du sport amateur, de la condition physique et des loisirs physiques.

**Le Conseil consultatif national de la santé et du sport amateur**

Affaires extérieures à organiser les équifrais de déplacement et d'hébergement.

## 2. MISE EN VALEUR DES RESSOURCES

Cette activité vise à favoriser l'instauration de changements positifs dans la qualité et la quantité des ressources humaines et physiques qui forment les réservoirs d'organisation de la condition physique, des loisirs physiques et du sport amateur.

### A) MISE EN VALEUR DES RESSOURCES HUMAINES

Depuis l'implantation du programme sur la santé et le sport amateur en 1961, le manque d'amateurs techniques, d'entraîneurs et d'administrateurs dans les domaines du sport amateur et des loisirs physiques a été une préoccupation prioritaire. Au cours des années, cette pénurie a été en bonne partie éliminée grâce aux contributions croissantes aux fédérations nationales de sport et de récréation.

#### Entraîneurs et officiels

Sport Canada verse des contributions pour des stages régionaux, nationaux et internationaux à l'intention des entraîneurs et des officiels ainsi que pour l'embauche de directeurs techniques auprès d'associations sportives choisies. Ce personnel technique est chargé d'élaborer des programmes de perfectionnement des entraîneurs et de fournir le matériel éducatif destiné à promouvoir les aspects techniques de leur discipline particulière. Dans ces efforts, Sport Canada travaille en collaboration étroite avec l'Association des entraîneurs du Canada et la Fondation O'Keefe, cette dernière appuyant activement le perfectionnement des entraîneurs au Canada.

L'Association des entraîneurs du Canada a reçu \$300 000 pour financer quatre projets principaux: un centre de documentation sur les sports; deux bulletins de nouvelles; sa propre section de services audio-visuels; et des réunions techniques. L'objectif de l'Association est de former des entraîneurs, activité sanctionnée par une attestation aux entraîneurs.

On a accordé plus d'intérêt aux programmes pour les officiels au cours de la

Cette activité vise à favoriser l'instauration de changements positifs dans la qualité et la quantité des ressources humaines et physiques qui forment les réservoirs d'organisation de la condition physique, des loisirs physiques et du sport amateur.

#### Formation des cadres

Plusieurs des activités dans le domaine de la formation des cadres ont été réalisées par Récréation Canada au cours de l'année financière 1974-1975. Ces activités comprennent des séances d'études pour médecins, des cours de moniteurs de conditionnement physique des adultes et des cours de conditionnement physique offerts aux fonctionnaires dans la région de la capitale nationale.

De plus, Récréation Canada a contribué à l'organisation de divers cours de formation de cadres réalisés sous les auspices d'organismes nationaux de sports et de loisirs. Ainsi, l'Association canadienne de camping a présenté dans tout le Canada cinq cours d'entraîneurs en canotage, afin de former des canoteurs d'expérience aux techniques d'enseignement, d'organisation et de promotion d'une activité propre à notre pays: le canotage et les voyages en canot.

#### Administration

Sport Canada et Récréation Canada sont tous deux engagés dans des programmes de soutien administratif en faveur d'associations nationales de sport et de loisirs physiques. Les deux directions aident financièrement ces associations à organiser des conférences et des rencontres nationales et à accueillir les représentants ainsi qu'à d'autres grandes rencontres internationales.

Environ 37 associations ont reçu des contributions destinées au salaire et aux dépenses de voyage d'un directeur exécutif à temps plein et (ou) d'un directeur technique. On trouvera en appendice des détails sur les contributions de la Direction générale aux associations pour l'administration.





normalisée de la condition physique en collaboration avec des médecins et d'autres experts en la matière. Cette épreuve devrait être prête vers la fin de l'année financière 1975-1976.

### Publications

Un certain nombre de manuels sur la condition physique et sur des sujets connexes a été réalisé par Récréation Canada cette année. La première édition de la brochure officielle sur la condition physique — une canadiennisation de la

brochure suédoise du Dr P. O. Astrand, *Santé et Condition physique* — a été si bien accueillie par les Canadiens que la première édition de 90 000 exemplaires a été rapidement épuisée et que la deuxième impression de 200 000 exemplaires — semble vouloir connaître le même sort. Les pistes de conditionnement physique, qui sont essentiellement des sentiers de jogging tout-terrains avec des stations d'exercice, sont en vogue en Europe de l'ouest, mais en vogue en Europe de l'est. Les concepts et les objectifs des pistes ainsi que des conseils sur l'aménagement d'une piste.

*Le Manuel du médecin sur l'exercice*, destiné à fournir aux médecins les principes fondamentaux sur l'exercice, les prescriptions d'exercice et la physiologie de l'exercice, est en voie de préparation. La brochure sur la pause récréative est un autre instrument éducatif offert au public.

Récréation Canada a terminé la troisième et dernière phase de l'enquête nationale sur les installations sportives et récréatives. Coordonnée par Récréation Canada et en collaboration avec les provinces, cette étude avait pour objet d'établir des données en vue de la planification des sports physiques et de la mise au point de politiques liées aux établissements, aux écrivains fédéral, provincial et municipal. On peut actuellement se procurer les rapports généraux et techniques de cette dernière phase.

Sport Canada a versé 320 000 à l'Association des universités et collèges du Canada pour la préparation d'un rapport

sur son étude des programmes sportifs dans les universités canadiennes. Sport Canada a financé cette étude au cours de l'année financière 1973-74. Il était estimé alors qu'une recherche plus poussée sur le rôle de nos collèges et universités dans la promotion du sport amateur au Canada était nécessaire afin de prendre des mesures essentielles pour améliorer ces programmes.

### Films

La Direction générale est consciente de la popularité et de la valeur du matériel audio-visuel. Elle s'efforce de satisfaire à la demande grandissante de documents sur le sport et les activités récréatives en ajoutant plusieurs nouveaux films à sa cinémathèque. Ces films sont disponibles sur demande. Très souvent, ces films complètent la documentation écrite ou coïncident avec un programme en cours de la Direction générale.

A vous est un film au sujet de femmes et de leur désir grandissant de participer à des sports et de consacrer leurs loisirs à des activités physiques. En plus d'acquiescer l'historique de l'engagement féminin dans les sports, le film transmet un message: le sport et les loisirs physiques rehausseront la féminité et incitent les femmes à cesser d'être spectatrices et à s'engager activement dans le sport. Cette initiative s'insère dans le cadre du projet de Sport Canada sur la femme et les sports.

*Les 3e Jeux d'hiver de l'Arctique* production conjointe de Sport Canada et de l'Office national du film, capte l'esprit des 3e Jeux d'hiver de l'Arctique à Anchorage en Alaska. Au lieu de centrer l'attention sur les lauréats, le film met l'accent sur l'aspect participation des Jeux et s'attache particulièrement aux manifestations autochtones et aux événements culturels. Ce film sera distribué surtout dans le nord canadien afin de promouvoir les Jeux.

Récréation Canada a assuré des services d'animation et de consultation dans plusieurs programmes de conditionnement physique des fonctionnaires dans un certain nombre de ministères fédéraux. Le film intitulé *En pleine forme* explique les raisons, le fonctionnement et les avantages d'un tel programme en se fondant

sur l'expérience poursuivie en ce domaine chez les fonctionnaires des Postes et des Travaux publics.

### Conférences

L'échange d'opinions, d'expériences et de concepts sous forme de rencontres constitue un moyen éducatif que la Direction générale appuie en patronant des conférences et des séances d'études.

En décembre 1974, Récréation Canada a été l'hôte de la première Conférence canadienne sur la condition physique de l'employé. Les délégués à la conférence représentaient le patronat, les syndicats et le personnel médical dans le monde des affaires et de l'industrie. Les discussions portèrent sur les mérites des programmes de conditionnement physique de l'employé, tant pour le patron que pour l'ouvrier lui-même, ainsi que sur les aspects techniques de la mise en application de tels programmes.

Une grande partie du travail effectué l'année dernière dans le projet de la *Conférence nationale sur la femme et le sport* a porté sur la situation de la femme au sein de la culture sportive canadienne. L'identification des problèmes particuliers et la formulation de recommandations.

Un certain nombre de séances d'étude de destinations aux médailles et d'orientation physique ont eu lieu le conditionnement physique ont eu lieu cette année afin de sensibiliser les participants au rôle de l'exercice et de la condition physique. Un des produits des séances d'étude a été la mise au point d'une formule recommandée pour les séances de ces études régionales pour l'année financière 1975-76.

# LE PROGRAMME 1. PROMOTION ET COMMUNICATION

## A) PUBLICITÉ ET DÉMONSTRATIONS

Afin de sensibiliser davantage le public dans les sports et la récréation et en même temps promouvoir le besoin d'un intérêt accru et d'une participation plus grande des Canadiens dans ces domaines, la Direction générale a monté une variété de kiosques pour diverses expositions et conférences. En plus de ces kiosques, la Direction générale a produit de nombreuses brochures, des communications et d'autres textes d'information afin de promouvoir une meilleure compréhension des domaines dont la Direction générale est responsable.

### Kiosques

La Direction générale a continué d'appuyer le *Projet d'initiation au sport*, maintenant en tournée durant toute l'année, et qui se produit dans les foires, expositions, les manifestations sportives et les centres commerciaux dans tout le Canada. Le but est d'offrir le public canadien à utiliser les moyens mis à sa disposition et à croquer des initiatives créées par les différents groupes locaux de sports et de loisirs que nous organisons comme communautés. Le projet a pour thème «Essaye». Aussi encourage-t-on les visiteurs de tout âge à tester leur potentiel physique au moyen de divers articles d'équipement sportif au centre d'essai pour le *Physix canadien* de l'effort physique et des consultations sur le conditionnement physique des jeunes, nous avons ajouté cette année, un second centre pour les adultes.

En plus de la tournée estivale des principales foires de l'Est et de l'Ouest du Canada, telles que le *Montreal Expo-Quebec* et l'*Exposition nationale du Canada* à Toronto, le projet a séjourné aux lieux d'iver du Canada de 1975 à l'été en Alberta. La réunion annuelle de 1975 de la Fédération des sports du Canada a été ce décor à l'occasion d'un tour de l'Est et du Sud-Ouest, du Québec à la Nouvelle-Écosse.

## B) INFORMATION ÉDUCATIVE

La Direction générale crée et met à jour des renseignements et des documents, et détaille les renseignements par un moyen

### Tournée du flambeau des Jeux du Canada 1975

Le 6 janvier 1975, le Ministre de la Santé nationale et du Bien-être social a inauguré ainsi une tournée dans tout le Canada à destination de l'Alberta, en l'honneur de l'inauguration des Jeux du Canada. Transporté par un véhicule spécialement conçu, le flambeau a visité 32 communautés d'un littoral à l'autre, parcourant une distance de 10 000 milles. Cette «tournée du flambeau» est considérée comme l'une des manifestations principales de promotion précédant les Jeux du Canada.

### Sport participation Canada

Récréation Canada France Sport Participation Canada, mieux connu sous le nom de «Participation», Sport Participation Canada, une société privée à but non lucratif, a continué sa campagne intensive par voie des médias et de diverses techniques de marketing dans le but d'offrir les Canadiens à participer activement à des activités physiques. Récréation Canada a versé \$500 000 au budget administratif annuel de la société.

La section de conditionnement physique de la Direction générale a monté un kiosque sur le conditionnement physique et le mode de vie dont le thème est le principe d'équilibre entre l'énergie dépensée au travail et au jeu et la valeur énergétique des aliments consommés. Les spectateurs de ce kiosque peuvent assister à un panorama où des Canadiens s'adonnent à diverses occupations récréatives, notamment ski, canotage et le patinage, destinées aux personnes de tout âge.

### Évaluation de la condition physique

La promotion de la condition physique est un élément important des tâches éducatives de Récréation Canada. À titre de projet d'enquête dans ce domaine, nous avons évalué l'état cardio-respiratoire d'un test sûr, simple et auto-administré qui sert à évaluer l'état cardio-respiratoire du sujet. Il est représenté sous forme de microfilm et est disponible sous forme de microfilm. L'Association canadienne pour la santé, l'éducation physique et la récréation a conduit des séances d'études récréatives de la santé et de la condition physique aux techniques de l'appareil du Physitest. Ce dernier sera mis à la disposition du public dans l'ensemble du Canada. La Physitrouse comprendra en plus du Physitest canadien un certain nombre d'articles nouveaux et intéressants se rapportant à la condition physique et à l'exercice physique.

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Concurremment au Physitest canadien, la section de conditionnement physique met actuellement au point un test



Le programme de la Direction générale de la santé et du sport amateur vise à améliorer le niveau de condition physique des Canadiens et à accroître leur participation dans les loisirs et le sport amateur.

Les trois principaux secteurs du programme sont le sport amateur, la récréation et la condition physique. Le témoignage de l'étendue des activités couvertes par la Direction générale. Ces activités s'étendent du souci de la condition physique de tous, depuis l'aide accordée à l'entraînement d'un athlète pour les Jeux olympiques de 1976 et les Jeux du Commonwealth de 1978, jusqu'à l'aide accordée au sportif amateur. Ces secteurs d'intérêt exigent de la part de la Direction générale, une collaboration plus étroite aux objectifs de modification du mode de vie poursuivis par le ministère de la Santé nationale et du Bien-être social.

Ce rapport rend compte de la première année entière d'opération de la nouvelle organisation rattachée d'un budget accru. De grands progrès ont été réalisés dans la mise en œuvre des activités satisfaisant les trois sous-objectifs de la Direction, qui sont:

- a) faire mieux comprendre la nature et l'importance d'une bonne condition physique, des loisirs physiques et du sport amateur;
- b) améliorer les méthodes canadiennes physiques, et à organiser les loisirs physiques et le sport amateur;
- c) augmenter la participation des Canadiens aux loisirs physiques et au sport amateur.

Pour réaliser ces sous-objectifs, les activités du programme ont été groupées en quatre domaines généraux: promotion et communication, mise en valeur des ressources, formation et compétition.

L'objectif du programme s'adresse en grande partie à la clientèle desservie ou encouragée par la Direction générale: les associations nationales du sport et de la récréation; les collectivités ou les individus (par ex. les autochtones, les handicapés, les sportifs de calibre national,





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RAPPORT ANNUEL  
1974-1975

DIRECTION  
GÉNÉRALE  
DE LA SANTÉ  
ET DU SPORT  
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## Fitness and Amateur Sport

1987 Annual Report





## Minister's Message

It is with great pleasure that I introduce the 1976-77 Fitness and Amateur Sport Branch Annual Report. There is no need for me to comment on the Branch's specific activities of the past year: this report speaks for itself. But I welcome this opportunity for some personal reflection and projection on the state of the field and, particularly, on the part this Branch has to play in affecting it.

At first glance, our mandate is clear — “encourage, promote and develop fitness and amateur sport in Canada”. With so much to be gained — the potential for healthier Canadians, better athletes — one is inclined, as Stephen Leacock put it, to jump on a horse and ride off in all directions. But before doing so, and I say this as an outsider to the traditional world of athletics, several questions should be considered. Beyond the specifics of the Act, what force for social changes does the existence of the mandate really represent? What kind of change do we want? How do fitness and amateur sport accomplish it? All this considered, what are the practical powers of this Branch to help fulfill the process?

I think my first three questions reflect one basic fact: our technical society is purblind to the physical basis of life. The risk, challenge and beauty of physical competition — with others or alone — have little place in a social and industrial system whose methods are meant to control the present and predict the future. Sport and fitness activity provides us with these essential elements for renewal of personal worth and a recovery of our natural capacities. With these benefits in mind, sport, in its widest sense, becomes a ritual of central cultural importance.

To answer my fourth question — what is the role of the Fitness and Amateur Sport Branch — I spent a good part of my first term as Minister holding our mandate up to the light of reality.

Obviously, we can't legislate changes in lifestyle. This Branch must provide the means of improvement on two related but quite different fronts — namely fitness recreation and high performance sport — despite distinct and differing limits of federal jurisdiction to do so. Fitness and recreation is an amorphous territory populated by 25 programs and departments of three levels of government, 41 major national, provincial, municipal and private agencies as well as a multitude of local community associations across the country. In contrast, the Branch does have greater access to, and more direct responsibility for, high performance sport. However, this area is similarly composed of a myriad of national, provincial, municipal and private programs.

In light of these facts, I see that the outstanding responsibility of the Branch is to provide strong national leadership in both the fitness and sport fields, maintaining the overview, setting national standards and national goals and providing co-ordination and some of the resources to meet these goals.

In January and February, 1977, I met with the Ministers of Sport and Recreation and the Ministers of Education in all the provinces and territories in order to initiate a pattern and attitude of reciprocity whereby fitness and sport programs will receive the optimal combinations of federal, provincial and private support. All we need to concert our divisions of power to the greatest advantage, is a clear understanding of the roles we will play and firm agreement on the pace we will set and the direction we will pursue. Without question, Canadians are better served if we work together, not in isolation.



A detriment to firm and co-operative policy at all levels of government has been the running battle of opinions as to whether mass recreation produces sport excellence or vice versa. An irrelevant controversy. At the federal level, we are committed to the development of both, as this Report indicates. As I've pointed out, if the Branch has a more direct influence on high performance sport, it is because we have more direct access. To hammer out effective fitness and recreations programs that cross local and provincial lines, we need unprecedented co-operation from all levels of government and the private sector and, most of all, the support of individual Canadians. The fitness of youngsters was my concern in meeting with Provincial Ministers of Education; the fitness of elders, in my appointment of Senator Casgrain as Special Advisor on the Aged; the fitness of employees, in our development of the Employee Fitness Manual; and general fitness awareness, in our support of ParticipAction. We are working hard to encourage healthier Canadian lifestyles from the earliest stage of development to old age, but we don't have all the solutions nor all the responsibility.

The instinct for sport is in us all — the impulse to play, the desire to win. I have already stated my conviction that sport is a central cultural phenomenon, a rich and essential element which in moments of excellence becomes pure art. It is high time our national attitude reflected this. We must recognize sport, competitive or recreational, as a crucial natural resource for the development and expression of our individual and national uniqueness. For whatever our growing pains, whatever discord or uncertainty we choose to experience as a nation, it was as Canadians that we cheered our Olympic athletes at Innsbruck and Montreal last year.

My Branch and I have been engaged in reviewing past and current sport development programs and looking toward the future. We are drafting a comprehensive national sports policy and planning a new sports program, to be funded by revenues from Loto Canada, which will upgrade coaching, Game Plan and our sport development programs in isolated regions. Full assessment of the objectives and results of the Canada Games and various international games are being made and arrangements for future international exchanges, both for training and for competition are in the works. Farther down the line, we must consider bolder steps such as the unification of sport, a delivery system that would co-ordinate the efforts of all major sport governing

bodies and government and private programs. Unification of sport means unification of opinion. With the essential contribution sport has made and has yet to make to Canadian life, our strategies for the future must be non-partisan and far-sighted.

We are setting our sights high for fitness, recreation and amateur sport: the attainment of every Canadian's birthright to be physically fit and the development of the best athletes in the world. We've made a start.

Iona Campagnolo  
Minister of State  
Fitness and Amateur Sport



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# The Fitness and Amateur Sport Branch



## A Brief History

The Fitness and Amateur Sport Branch has begun its 17th year of operation. The story of its metamorphosis describes the maturing and refinement of a fundamental principle for well being: life is movement. Our physical and mental health is largely determined by the respect paid this natural law in choosing lifestyles which heed the kinetic instinct. In an age that panders chiefly to the senses and in a society whose labours are increasingly devoid of physical activity, this is especially true.

The Fitness and Amateur Sport Act was passed in 1961 in response to the ebbing fitness level of Canadians, a decline most clearly illustrated by our athletes' poor showing in international competition and by accelerating health treatment for ailments directly and indirectly related to sedentariness.

The Fitness and Amateur Sport Directorate was formed at this time to provide, among other things, administrative and co-ordinating services for

the National Advisory Council, the body appointed by parliament to study the fitness and amateur sport field and suggest action for its renovation and development.

Between 1961 and 1968, the National Advisory Council held the initiative in the Fitness and Amateur Sport Program in co-operation with the provinces with whom five formal cost-sharing agreements were signed. The animating bias of the program in this period leaned towards a comprehensive expansion of the amateur sport sector in particular, with a view to inspire general public interest and participation in fitness activities. In this, the Directorate administered the supportive yet essential functions of maintaining close contact with the sport and recreation associations and, with the provinces, processing grants, negotiating agreements, reviewing projects and producing instructional and promotional materials.

Until 1967, the Directorate's programming was primarily reactive, implementing proposals from outside government and rarely initiating pro-

grams of its own. However, major accomplishments in Centennial Year spurred change which was to significantly alter the Directorate's function and demeanour over the next four years.

In choreographing the Canada Winter Games at Quebec City in 1967, the Fitness and Amateur Sport Directorate gave Canada its first national multi-sport event, the success of which amply demonstrated the Directorate's readiness to assume a predominant part in planning and effecting the federal fitness and amateur sport campaign. In fact, the concept of the Arctic Winter Games was born of discussions under Directorate auspices during these first Winter Games.

Moreover, the 1967 Pan-American Games held in Winnipeg, and to which the Directorate was similarly a financial and organizational benefactor, sparked fresh interest in hosting international competitions.

That same year, the Montreal Symposium on Recreation began inquiry into the use of leisure time and its ramifications for the future. Recreation emerged as a complex aggregate whose collective impact profoundly influenced the nature of Canadian society.

With this evidence reinforcing the national importance of sport and recreation, the federal government resolved that it must provide stronger leadership. The Task Force on Sport, and the Task Force on Recreation appointed in 1968, reached a similar conclusion and strongly recommended more government assistance in both sectors.

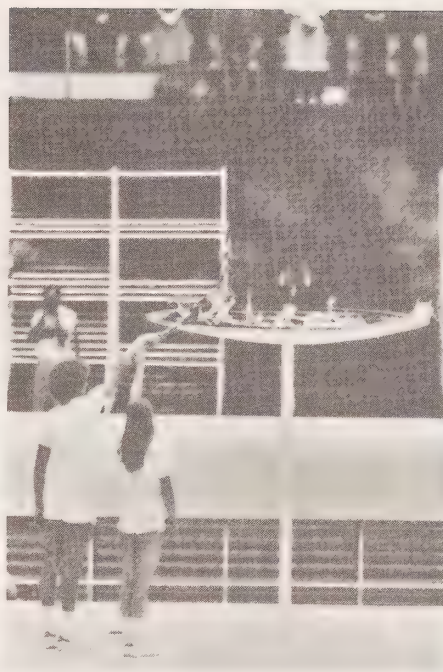
In 1970 and 1971, Health Minister John Munro tabled his "Proposed Sports Policy for Canadians" which emphasized the concern for greater participation in physical activity. Excellence in competitive sport was seen in large measure the result of a broad public awareness and participation in fitness and sport activities.

As a consequence of these new policies and the federal resolve to provide stronger leadership, the Fitness and Amateur Sport Directorate was structured.

To accommodate its growing responsibilities, two operational directorates were established within the program. Sport Canada would concentrate on improving competitive ability at the national and international levels. Recreation Canada would be concerned with encouraging Canadians to participate in sport and recreation activities.

The 1968 to 1972 period was one of significant accomplishment for the Fitness and Amateur Sport Directorate. It saw the inauguration of the Cross Country Sports Demonstration Project, the Canada Fitness Award Program and the Sports Demonstration Program. Four "spin-off" organizations established were: Hockey Canada, the Administrative Centre for Sport and Recreation (now the National Sport and Recreation Centre), the Coaching Association of Canada, and Sport Participation Canada or ParticipAction. Grants-in-Aid to student athletes, sport recreation programs for Native Peoples and the Arctic Winter Games all came into being, as well as special grants for the four Atlantic Provinces and the Yukon and Northwest Territories.

The 1972 Master Plan for Federal Action in Physical Recreation and Sport Excellence, reasoning that health costs could be curbed substantially through increased public physical fitness, strongly endorsed the Directorate's activities and called for a marked increase in funds for the Fitness and Amateur Sport Program. The remarkably successful National Conference on Fitness and Health, held in December by Recreation Canada, was a testament by its existence to responsibilities the Directorate was fulfilling and in its conclusions, to a unanimous sanction for augmenting those responsibilities.



Parallel to this official stimulus, new incentive was injected into the program when the 1976 Summer Olympics were awarded to Montreal.

In 1973, the federal government announced that \$20 million would be available for the Fitness and Amateur Sport Program by 1976. The Directorate was upgraded to Branch status under its own Assistant Deputy Minister and the program transferred to the health side of the department, underlining its identification with the comprehensive lifestyle philosophy of the Ministry.

The timing of the transformation from Directorate to Branch status and the consequent expansion of role and resources was most appropriate. The Branch could not only initiate vital programs such as Game Plan to bolster Olympic preparation, but was able to capitalize on the growing Canadian interest in sport and fitness generated by the Olympics to promote the overall Branch campaign.

In the next several years, development and success of the Branch and its program were manifold, with no small measure of Canada's 1976 Olympic achievements a direct and indirect result of Branch endeavours. By 1976, the Fitness and Amateur Sport Branch was administering more than 30 million dollars to encourage Canadians in the creation of healthier lifestyles through physical and recreational participation.

In September, 1976, Prime Minister Trudeau appointed Iona Campagnolo the Minister of State for Fitness and Amateur Sport in recognition of the Branch's expanding mandate and the unquestioned leadership it now provided in this essential and complex field.

The diverse approaches of the Fitness and Amateur Sport Branch converge on a simple altruism: the encouragement of lifestyles in which we regain and defend our natural physiological balance in a society life with sedentary distractions. The growth and development of the Branch over the past sixteen years reflects both its justification and its success.

## Objectives

The principal objective of the Fitness and Amateur Sport Branch is to raise the fitness level of Canadians and to improve their participation in physical recreation and amateur sport. To fulfill this purpose, the Branch pursues three sub-objectives.

- (a) To increase the appreciation for and understanding of fitness, physical recreation and amateur sport
- (b) To improve the Canadian delivery system of fitness, physical recreation and amateur sport
- (c) To improve the quality of participation of Canadians in physical recreation and amateur sport.



# Sport Canada Directorate

The Branch is comprised of four directorates. The two program directorates are: Recreation Canada — concerned with physical recreation and fitness, and Sport Canada — concerned with the pursuit of excellence in amateur sport.

The two support directorates — Program Operations and Administration and Planning, Research and Evaluation provide all back-up services necessary to the Branch and its programs.

The Branch achieves its twin goals of fitness and recreation participation and sport excellence chiefly through financial contributions and a wide range of consultative services.

## Introduction

Sport Canada strives to upgrade the quality and improve the quantity of Canadian participation in sport by strengthening the national sports governing bodies and other related national agencies by providing funds for their programs and by increasing the understanding of amateur sport in this country. A central function of the program is to initiate or support specific activities to help Canadian athletes intent on national and international championships in their pursuit of excellence.

The main aspects of the Directorate's program for the 1976-77 fiscal year will be discussed under the headings of Resource Development, Training, Competition and Promotion. A complete list of Sport Canada's contributions and involvements may be found in the Summary of Contributions.

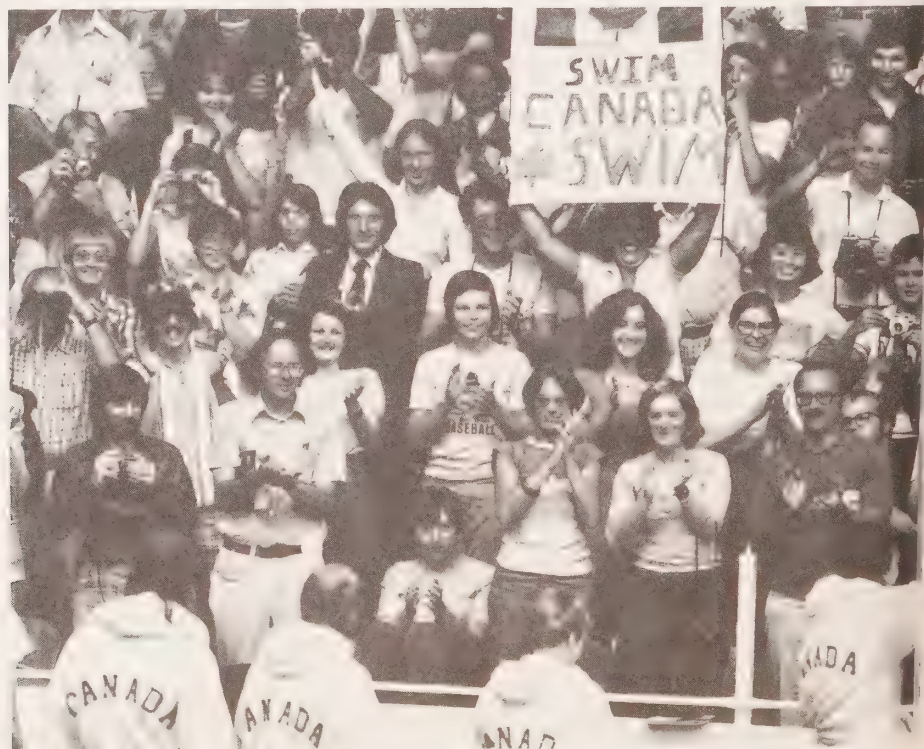
## A) Resource Development

### 1. Administration

The National Sport and Recreation Centre, Inc. was created in 1970 following a recommendation by the

Prime Minister's Task Force on Sport of the need to provide comprehensive administrative services for national sport and recreation associations. Incorporated in 1974, the Centre has expanded in pace with the tremendous growth of Canadian sport over the last seven years and, in housing 54 national sport governing bodies, it is now an established and indispensable link in the Branch's administrative support program. Sport Canada's objective is to ultimately have all federally recognized national sport governing bodies resident in the Centre. The subsidized services of the Centre range from office space, secretarial service, reproduction and translation facilities to audio-visual equipment, library and computer services, as well as legal, management and promotional guidance. Though not a government agency, the Centre is funded primarily by the Branch and in the 1976-77 fiscal year it received \$1 900 000 towards operating costs from Sport Canada.

In addition, Sport Canada contributed to some 65 national sport governing bodies on a project by project basis, which allowed them to conduct



business meetings, stage national championships and hold conferences or clinics as well as travel to these events.

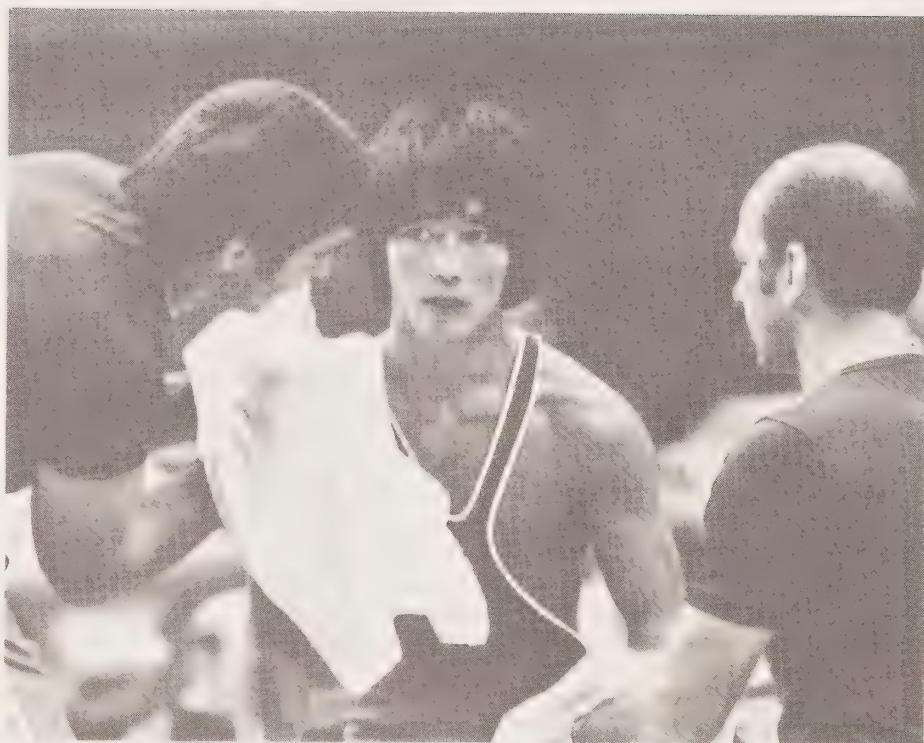
One of the basic methods by which the Branch assists sport and recreation organizations to develop and manage their programs is by contributing towards the salaries of their essential full-time employees such as executive directors and technical co-ordinators. Last year Sport Canada supported 48 executive directors and 27 technical co-ordinators for various associations.

## 2. Leadership Development

Quality coaching is key to the development of successful national and international sport programs. The development of coaching requires two thrusts, that of coaching certification which trains thousands of volunteers in Canadian communities to become qualified coaches, and that of training coaches of sufficient calibre to work at national and international levels.

The fulcrum for coaching development is the Coaching Association of Canada. This association is a national non-profit organization whose major aims are to increase coaching effectiveness in all sports and to encourage the development of coaching by providing programs and services to coaches at all levels.

Formed in 1971, on the recommendation of the Task Force on Sport, the association's policies are planned and supervised by a Board of Directors and Executive Committee drawn from all sectors of the Canadian sport and public community. The Association is managed by a professional staff from its national office in the National Sport and Recreation Centre. A majority of the \$649 648 contributed by Sport Canada to coaching programs this past year went to the CAC to provide coaching development services to the national sport governing bodies. These services included financial support for working committee meetings, manual development and production, leader-



ship to and co-ordination of the committees developing their coaching programs, audio-visual materials and the Sport Information Resource Centre.

The National Coaching Certification Program is one of the most extensive and fundamental programs effecting the development of sport in Canada's history. Developed by the co-ordinated and co-operative efforts of the national sport governing bodies, provincial sport governing bodies, Sport Canada, provincial sport-related government departments and the Coaching Association of Canada, the Program utilizes and effects virtually every sport agency and government level and is Canada's first attempt to structure coaching development in a systematic and progressive way in order to standardize coaching levels across the country. In 1976-77, Sport Canada worked co-operatively with the Program's agencies to assist the 45 national sport governing bodies who are developing levels I-III of their national certification programs.

Support of national coaches' salaries is an essential method by which the Directorate contributes to the development of Canada's elite athletes. Sport Canada increased its commitments in the 1976-77 fiscal year from 5 to approximately 15 coaches in order to ensure the continuing improvement of athletes and national teams. Three years ago, Canada had 47 athletes who stood within the top 16 in world standings. As a result of the excellent coaching provided by these national coaches, this number increased to 128 by 1976.

Officiating development continued to be a Directorate priority and the increase in program emphasis which began in 1972 has been maintained in 1976-77. The 1976 Olympic Games were the culmination of a four-year program of officiating development which saw the number of internationally accredited Canadian officials increase from 95 to over 200.

Canadian technical officials met the challenge of the Olympic Games and, from a technical point of view, the Games were an overwhelming



success. Over the year, Sport Canada contributed \$325 000 to officiating development programs.

In order to keep pace with the expanding need to train technical officials, continued emphasis was placed on the following program areas:

- Audio-visual aids and communication
- Support for officials to national championships
- Support to international competitions and clinics
- Support to have national officials and chairmen attend the annual general meeting of the national sports governing body
- Support for instructors at national clinics
- Support of officials' technical meetings at the national level
- Support for international meetings
- Support for consultative services in the development of an officiating program.

As well, Sport Canada continued to work co-operatively with the Province of Saskatchewan on a pilot project of officiating development. The program calls for the creation of developmental training modules which will be adaptable in existing officials training programs of national and provincial sport governing bodies.

### 3. Handicapped Sports

The Branch supports specific sports programs for the handicapped. A Co-ordinating Committee on Competition for the Disabled has been established to study the whole area of sports and competition. At its first meeting in March, 1977, the committee discussed and put forth recommendations on funding structures, developmental programs, competitive programs, training camps, and coaching for handicapped athletes. The Coaching Association of Canada is examining the technical aspects of adaptive coaching techniques and some existing sport governing bodies have now begun working with the committee's recommendations.

With the participation of blind and amputee athletes (as well as wheelchair athletes) in the 1976 Olympiad for the Physically Disabled, two new associations have been formed: the Canadian Blind Sports Association and the Canadian Amputee Sports Association.

This past year, assistance was provided to the Canadian Association of Disabled Skiers to send disabled ski teams to international alpine events in Europe.

### 4. Physical Resources

The Physical Resources Development Program was approved by the Ministers of the Treasury Board in 1975 to provide up to \$2 500 000 over three fiscal years for the expansion or upgrading to international standards of new and existing university sports facilities. The assistance is allocated on an equal basis whereby each of the five regions — the Atlantic Provinces, Quebec, Ontario, the Prairie Provinces and the Northwest Territories, and British Columbia and the Yukon — can receive up to \$500 000. Within any region there is an upper limit of capital support to any one institution of 20% of the total capital cost of the facility (or facilities) being considered for financial support. In the 1976-77 fiscal year, the following institutions received facility development funds from Sport Canada: Dalhousie University, the University of New Brunswick, the University of Moncton, Sherbrooke University, the University of Toronto, the University of Manitoba, Simon Fraser University and the University of British Columbia.

### B) Training

#### 1. Game Plan

Game Plan was begun in March, 1973, to provide Canadian athletes with the best possible opportunity to attain excellence in Olympic sports. The three agencies funding amateur sport — the Federal Government, the Provincial Governments, and the Canadian Olympic Association — agreed to combine their financial



support of sport activities and in doing so formed two committees to administer the Game Plan program. The Co-ordinating Committee, made up of the funding agencies, was to provide overall direction for the program and to approve specific budgets for the sports involved. The Technical Committee was to be responsible for determining all program thrusts and for recommending all specific budgets required leading up to the 1976 Olympic Games. Programs supporting the 24 Game Plan sports initiated between 1973 and 1976 include: talent identification for national teams, training and living support for 600 carded athletes, expanded opportunities for competitions in both North America and abroad, national and international training camps, the hiring of national coaches and other support personnel and the establishment of national team centres for team sports training. Beyond question, the impact of Game Plan on Canada's 1976 Olympic performance was dramatic. From 1972 to 1976, the number of A and B athletes (among the top 16 in the world) rose from 47 to 128. At the Games, Canada surpassed Australia and Great Britain to become the



leading Commonwealth country in sport, as well as rising from 21st position in 1972 at Munich to rank 10th in the world in the 1976 Summer Olympic Games. This Summer Olympic Team gave the best Canadian Olympic performance since 1932. In medals won, the total rose from 6 in 1972 Olympics to 14 in the 1976: 3 in the Winter Games at Innsbruck and 11 at Montreal.

Following the Olympic Games, Sport Canada embarked on an evaluation of the 28 Olympic sports to assess the programs of the last three years in relation to the results at the Games. Specific problems facing each sport governing body have been identified and an overview of all sports and their support programs relating to Game Plan has given the Directorate new direction for developing programs in preparation for the Olympic Games in 1980.

Game Plan revisions which are already in the final stages include: expansion of current programming, suggestions for new programming in the area of coaching (national certification for volunteers, apprenticeship program, hiring of more national coaches, development of a national coaches' school, development of a national radio and television program for coaching), development of a new Athlete Support Program, increased administrative support as well as improved programs in the areas of talent identification, training of athletes and competition opportunities for athletes. The Sport Canada contribution to Game Plan was approximately \$3 000 000 during Olympic Year.

## **2. Non-Game Plan Sports**

In addition to Game Plan, Sport Canada provides consultative and financial assistance for training to 35 other national sport associations. This support covers national championships, training camps, talent identification, athlete support, administrative and technical meetings, administration and, in some cases, international competitions.

With regard to athlete support, the Branch's major program since 1970 has been Grants-In-Aid which, in recent years have been accessible to both Game Plan and Non-Game Plan athletes. Handled jointly by Sport Canada and the Program Operations and Administrative Directorate, the Grants-In-Aid program ensures that promising Canadian athletes can continue their education and concentrate on first-rate training regimens simultaneously. Grant recipients are chosen by the National Selection Committee which reviews athlete rating and recommendations prepared by national sports governing bodies. The Committee then submits its grant decisions for ministerial approval and awards of \$1800, \$1200, \$900 and \$600 are made depending on the educational level of the athlete. Grants-In-Aid figures for the 1976-77 fiscal year may be found under Program Operations and Administration.

## **3. International Exchanges**

A significant training innovation begun by Sport Canada in 1973, in co-operation with the Department of External Affairs, is the International Exchange Program. Over the last three years, various Canadian athletes and teams have regularly attended training camps and informal competitions in Cuba, China and Russia and, in return, have hosted their counterparts for similar programs in Canada. The Exchange Program introduces Canadians to new training techniques, provides an international measure of their athletic improvement and accommodates the practice of warm-weather sports during the winter months.

Other countries with whom exchanges have been carried on are Mexico, the United States and, as part of the China exchanges, competitions in Japan, Korea and other Far Eastern countries. In 1976-77, Sport Canada continued to support the national sport governing bodies involved in the International Exchange Program.

## **C) Competition**

### **1. The Canada Games**

The Canada Games are the country's major national multi-sport competition, bringing together 2500 athletes from all the provinces and territories. Due to the Games, thousands more athletes are now participating in local, regional and provincial competitive events and, as well, each host site has experienced almost total community involvement, resulting in a legacy of both human and physical resources.

In 1976-77, Sport Canada provided \$1 500 000 towards capital and operating costs for the 1977 Canada Summer Games at St. John's, Newfoundland and \$1 100 000 towards organizational costs for the 1979 Canada Winter Games at Brandon, Manitoba.

### **2. Non-Game Plan Sports**

Sport Canada's consultative and financial support of the 35 Non-Game Plan Sports extends to their annual national and regional sports trials and championships. In 1976-77, the Directorate contributed approximately \$1 600 000 towards these events.

### **3. Commonwealth Games**

The 1978 Commonwealth Games are to be held in Edmonton, Alberta. This past year, Sport Canada contributed \$8 000 000 towards the development of facilities for these Games.

### **4. International Sports Events**

Sport Canada is involved each year in the Canadian hosting of a number of single-sport world championships. These championships provide Canadian athletes with the experience of top level competition, allow for the development of Canadian officials and coaches and offer Canadian national sports governing bodies the experience of planning and administering this type of competition. As well, these events result in facility development of the hosting communities and provide opportunities for sport promotion through the media.



Sport Canada normally contributes towards organizers' salaries, promotion, protocol, administration and local transportation.

#### **D) Promotion**

##### **1. Game Plan**

The Game Plan Promotion Unit, sponsored by Sport Canada, is responsible for the promotion of Canada's top international athletes.

In the 1976-77 fiscal year, the Unit established the Athlete Data Bank, preparing profiles on 600 athletes, coaches and team officials with black and white photos and colour slides of each. These materials were used by the Canadian Olympic Association in developing its Olympic Team Handbook and are distributed regularly to the media. During the Olympic year, the Unit fulfilled 36 000 requests from the press and broadcast media for colour slides and black and white photos.

Since February 1976, the Unit has produced and distributed 17 film-clips featuring Game Plan athletes

for use on television sportcasts and as well, 17 radio interviews with these athletes have been distributed to five radio networks. This, and additional profile material in both French and English, was sent to 35 newspapers to provide background for feature articles.

Over the past year, freelance reporters have travelled with Canadian teams to more than 50 major international competitions, filing stories, film clips and radio reports with the Canadian Press, C.T.V. and C.B.C.

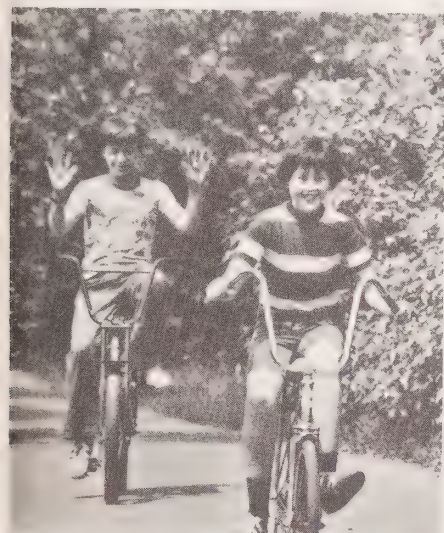
##### **2. Non-Game Plan Sports**

Sport Canada contributed approximately \$40 000 to individual sports governing bodies to assist their specific promotional projects such as posters, booklets and film loops.

With respect to the function of meetings and conferences in terms of information and promotion, the Directorate regularly assists the 65 national sport governing bodies and agencies in financing executive conferences, technical planning meetings and annual meetings.



# Recreation Canada Directorate



## Introduction

The broad objective of Recreation Canada is to improve the well-being of Canadians by increasing their appreciation of fitness and physical recreation and encouraging greater participation in physical recreation and other fitness producing activities. The Directorate is made up of three sections: the Private Sector Liaison Section, the Fitness Section and the Federal-Provincial Liaison Section. The Private Sector Liaison Section and the Fitness Section provide the major thrust of the Directorate's program. The Federal-Provincial Liaison, though within the structure of Recreation Canada, actually performs liaison and co-ordinating functions for the Branch as a whole. The activities of the Private Sector Liaison Section and the Fitness Section can both be divided under the headings of "Resource Development" and "Promotion".

**Resource Development** is concerned with improving the quality and increasing the quantity of both human and physical resources within the fitness and recreation delivery system.

**Promotion** refers to all activities which increase Canadian awareness of the importance of physical fitness or which promulgate and support

Canada's lifestyles approach to physical recreation.

## Private Sector Liaison Section

Through this Section, Recreation Canada offers support to individuals, private groups, national associations and any area of government whose activities coincide with the aims of the program. This support provides financial contributions and consulting services towards resource development and promotion of physical recreation in Canada.

Though inevitably, some operations and activities overlap, the Section's functions are arranged in four general areas: Private Associations, Programs for the Handicapped, Programs for Native Peoples and Outdoor Recreation.

Following is a brief description of the Section's main concerns during the 1976-77 fiscal year. A complete list of fitness and recreation activities which received financial support may be found in the Summary of Contributions.

## A) Resource Development

### 1. Private Associations

This past year, Recreation Canada emphasized support to associations interested in improving their instructional and organizational expertise for the benefit of novices in any sport or recreational activity. When participants learn basic skills and, perhaps, join a recreational program, they enjoy the activity more and participate more frequently and at a higher fitness level.

Pilot projects in this area include subsidies for the Canadian Table Tennis Association and the Canadian Badminton Association towards engaging recreation co-ordinators with a two-fold purpose: the assessment of participant needs and the identification of problem variables and solutions.

The Boys' and Girls' Clubs of Canada, which provide social services and various physical activity programs, received assistance to conduct leadership training conferences for adult volunteers, program staff and teenagers.

The fitness of youth is one of the main concerns of the Branch. The Directorate gave support to the Canadian Council on Children and Youth for its National Task Force on Children's Play and for the development of leadership training resource materials for use by municipal recreation authorities and private agencies involved in youth activities. In recognition of the vital therapeutic importance of play and recreation, support was given to the Council's "Consultation of the Role of Play in the Life of the Child in Hospital" staged at Halifax in March, 1977. The conference has sparked a great deal of interest in this area and some of its recommendations have already been adopted by a number of hospitals across Canada.

In July 1977, the Girl Guides of Canada are host to the world for an International Camp in Cape Breton, Nova Scotia. The two-week camp will bring together 1500 Canadians and 500 visitors for a program exploring contemporary lifestyle choices for women, with strong emphasis on the benefits and enjoyment of maintaining a physically active lifestyle. Recreation Canada has assisted in the planning of this event over the past two years and is contributing to the program.

In the spring of 1976, the "Report of the Task Force on the Needs of Recreational Skiing in Canada" was distributed to approximately 500 interested persons who had offered their opinions and aspirations on how to make skiing a satisfactory experience for any Canadian regardless of age or circumstance. The enthusiasm of the contributors and the determination of the Task Force, composed of representatives of the main national associations support-

ing the four ski disciplines, augurs well for the follow-up which includes the creation of the Canadian Ski Council to act as a forum to plan and implement the recommendations of the report. Recreation Canada continued its support of this project, which involves many facets of the industry, towards increasing the satisfaction to be derived from skiing as a lifetime sport in Canada.

Cycle Canada '76 was conceived in 1974 by a small number of bicycle riders within the Canadian Cycling Association. The project was to select, document and map a bicycle trail in order to conduct a Cross-Canada cycling tour to the venue of the 1976 Olympics. With the support of four federal departments, financial assistance from five provinces and services from each of the other provinces, the Cycle-Canada '76 Corporation commemorated Olympic Year by leading 2089 riders during 8722 rider-days to an Olympic celebration in Montreal on the night of July 20. The results of the program as seen by Recreation Canada are a much-increased awareness and acceptance of organized bicycle touring as a recreational activity open to all; active tour agencies in all provinces, and a touring manual ("The Great Canadian Bicycle Trail") are now available to the public.

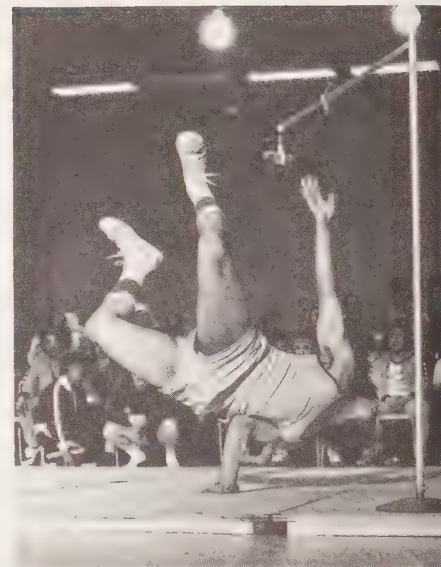
## 2. The Handicapped

Recreation Canada supports a number of national agencies and associations to increase participation in physical recreation and raise the fitness level of Canadian handicapped. This assistance sponsors programs of promotion, information and development in leadership, participant and organizational skills and is directed towards such diverse groups as the Canadian Association for the Mentally Retarded, the Canadian National Institute for the Blind, the Canadian Association of Disabled Skiers and the National Inter-Agency Recreation Project.

In the fall of 1976, the Branch requested suggestions for the elaboration and enrichment of fitness and sport programs for the disabled from national associations for the disabled and appropriate provincial departments. A result of this survey, pertaining to resource development, is the decision to develop a manual on adaptive fitness techniques and adaptive methods of measuring fitness levels of the disabled. As well, preliminary work has been initiated for several other programs: co-ordination and dissemination of information and resource material for the disabled, development of a leadership and training program as well as support for special projects.

The \$500 000 originally allocated to the 1976 Olympiad for the Disabled has now been designated for the development of national sports and recreation programs until March 31, 1979.

Advisory councils for recreation for the disabled (or similar bodies) now exist in all provinces. The Branch has financially assisted many of these councils during their developmental stages, including those of British Columbia, Manitoba, New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland and Labrador.



## 3. Native Peoples

Recreation Canada's Support Program to Native Peoples reaches 28 native peoples' organizations across Canada. The program, which completed its five year mandate at the end of the 1976-77 fiscal year, has assisted in a broad range of recreational developments initiated by native peoples organizations.

The Treasury Board has granted the program one year's extension to review objectives and evaluate the achievements and to consider how to respond to future needs. It is anticipated that the evaluation will be completed by mid-summer, 1977. In the meantime, funding of the organizations continues at the levels of the previous year.

Not an integral part of the Native Peoples Program, the Northern Games are special events staged every year. They are aimed at the conservation and development of native peoples and consist entirely of traditional athletic and recreation activities. The 1976 Northern Games were held from July 30 to August 2 at Coppermine, Northwest Territories and included native peoples of 20 northern communities from the Northwest Territories, the Yukon Territory and Alaska. Besides the traditional sports competitions, featured recreational activities in-





cluded demonstration of hunting skills and the preparation of native foods as well as presentations of native songs, dances and drama. The Branch contributed \$75,000 to help defray the cost of staging the games.

## Outdoor Recreation

Recreation Canada, with funding from the Secretary of State, has assisted in the merger of the Canadian Youth Hostels Association with 15 independent organizations to form the Canadian Hostelling Association. This larger, unified association will provide Canadians with better hostelling service in all phases of hostelling and outdoor recreation. In addition, the Directorate supported the Hostelling Association's promotion and development of services in New Brunswick, Saskatchewan and the Yukon where comprehensive programs did not previously exist.

Two organizations received special assistance for major evaluation and planning projects. The National Council of Y.M.C.A.'s engaged in a physical education project to identify characteristics required of volunteer leaders so that the programs offered by the Y.M.C.A.'s will be more attractive to the general public.

The Canadian Camping Association included an evaluation of its organizational effectiveness to determine how best to serve future camping needs. With Directorate support, the association has also been working to establish equitable camping standards across Canada and has been providing member camps with consultative services to the same end. Finally, the association received special assistance to conduct leadership training programs in the Woodsmanship School to teach outdoor living skills to youth and group leaders.

Another group to receive special leadership training is the Canadian Recreational Canoeing Association. The association conducted six Regional Canoe Schools across



Canada attended by 260 youth and camping leaders who, in turn, shared their skills with thousands of others through voluntary organizations and summer camps.

In the domain of general physical activity programs, the Boy Scouts of Canada and the Y.M.C.A. held seminars for staff and adult volunteers with the support of Recreation Canada.

In the area of water recreation, the Directorate supported the development of the Red Cross Water Safety and Small Craft Safety Programs and contributed to five special Red Cross Mobile Units for water safety control.

Assistance to the Royal Life Saving Society helped finance two major conferences: the first, of prime concern because of Canada's relatively cold waters, studied the effects of hypothermia — body heat loss due to cold water immersion — as to causes, effects and tactics for prevention; the second conference examined the aspects of water accidents related to alcohol use and abuse.

Bowling is a sport readily accessible to people of all ages and capacities and, as well, is comparatively inexpensive both in facility development and in participation costs. This year, Recreation Canada gave consultative services to national bowling associations, supported clinics for volunteer teachers and coaches and assisted with the financing of annual meetings as well as the publishing of a bowling rule book.

## B) Promotion

### 1. Sport Participation Canada (ParticipAction)

ParticipAction is a private non-profit organization established in 1971 as a result of federal government concern with promoting the fitness of Canadians through participation in sports and recreation.

With the twin strategies of education and motivation, ParticipAction uses a wide variety of marketing techniques to persuade Canadians that a personal and imaginative recreation program makes the attainment of fitness an enjoyable possibility for everyone.

This year ParticipAction was involved in experimental programs in Saskatoon, Peterborough and Penticton,





using mass media campaigns with great success to stimulate fitness participation in entire communities. In these experimental campaigns, and across Canada, many newspapers and radio and television stations have offered to carry ParticipAction messages free-of-charge. Some provinces are now developing fitness promotion systems with the help of ParticipAction, and various firms have agreed to carry ParticipAction messages on their products.

This involvement of the media, private industry and municipal and provincial governments is strong testimony in support of ParticipAction's method and concern. This year, the Branch contributed \$500 000 towards this organization's operating expenses.

## 2. Special Appointment

With respect to Branch concern for the fitness and recreation of Canadian elders, the Minister appointed Senator Thérèse Casgrain as her Special Advisor for the Aged, in January, 1977. Among her other duties, Senator Casgrain is representing the Minister as guest speaker

to Community Care Services Inc. and the Canadian Dietetic Association early in the new fiscal year.

## Fitness Section

The objective of Recreation Canada's Fitness Section is to encourage healthy lifestyle behaviours through participation in physical activity. The Section works with the basic premise that physical activity is an ideal behaviour modification vehicle because of its inherent benefits to health and, particularly, because the environment required for physical activity is not usually conducive to maladaptive lifestyle behaviour. With opinion leaders as its major target groups, the Fitness Section provides consultative and co-ordinating expertise to put forward the value of various leisure activities for life style modification, in designing fitness programs and in promoting their acceptance as part of daily life by the Canadian public. In the past year, the Section worked principally with leaders in the health and fitness professions and those of voluntary organizations and associations, government, business, industry and labour. In addition, the Fitness

Section began research to identify the specific fitness needs of other population groups ranging from pre-schoolers to senior citizens.

## A) Resource Development

In eight cities across Canada this year, the Section held one-day Fitness and Lifestyle Workshops for members of the Medical Services Branch. The purpose of these workshops was to demonstrate to health professionals (and through them their clients) the practical applications and benefits of physical activity in a context stressing health as a personal responsibility. The success of this program is evident in the number of requests, from those attending, for supporting documentation and materials with which to conduct their own workshops. The concept has now been expanded to include provincial health workers such as members of the Ontario Hospital Association.

Similarly, the Section held a two-day Fitness and Lifestyle Seminar in Ottawa for the Canadian Nurses' Association with representatives from each provincial nursing association. Following the seminar, the nurses were provided with materials and financial incentives to organize a similar seminar of at least 30 colleagues on returning to their home provinces. In each case this was done.

In 1976, as in the last four years, the Fitness Section provided physical activity programs such as the "Fitness Break" and other information relating to a person's lifestyle, health and effectiveness on the job to be included in the curricula of various senior management courses such as the Career Assignment Program.

As well, leadership and consulting services were provided for employee fitness and children's programs and for retirement clinics.

## B) Promotion

### 1. Employee Fitness Manual

A central focus of Branch concern in recent years has been the fitness and physical recreation of Canadians working in business and industry. Following up Recommendation 23 of the 1972 National Conference on Fitness and Health, Recreation Canada, with the Department of National Health and Welfare, convened the National Conference on Employee Physical Fitness in 1974 to initiate extensive consideration of the fitness state and requirements of this population group by employer, employee and health professional representatives. It was recognized that by integrating into the work environment a fitness program tailored specifically to employee needs and conditions, a vast population sector could be stimulated directly and comprehensively to develop healthier, more productive lifestyles, both on and off the job.

Responding to these conclusions, the Fitness Section has developed, published and is presently distributing through the Department of Supply and Services, a manual covering all aspects of organizing and operating employee fitness programs.

As well, a documentary film on the implementation of various employee fitness programs has been produced by the Canadian Post Office with both financial and consultative assistance from the Fitness Section.

### 2. Fitness Testing

Fitness Testing is a graphic and economic way of impressing Canadians with their present level of fitness and thus, in most cases, with the evident need for a marked increase in their physical activity. A major program of this type is the Canadian Home Fitness Test, a safe, simple, self-administered test in the form of a record album, for evaluating cardio-respiratory fitness. The test is being distributed in two ways. The first is through health, recreation and physical education professionals, who, once briefed by Fitness Section consultants, pass the test on

to their clients as part of each individual's health program. Over 4000 professionals are now using the Canadian Home Fitness Test in this way. A second method of distribution was the incorporation of the test into a health package for direct home use called the Fit-Kit, which, in addition to the test, provides educational materials, motivational stimulation and actual solutions for fashioning a more active lifestyle. The Fit-Kit is already being used in 80 000 Canadian homes and is available through the Department of Supply and Services.

In addition, the Fitness Section is presently developing the Standardized Fitness Test, a more sophisticated test battery for use by paramedical, physical education and trained lay people. A model version of the test has been refined by a committee of health professional and will be tried out in over 50 businesses and industries across the country during the summer of 1977, both to determine the test's applicability and to sensitize such organizations to the importance of lifestyle programs.

### 3. Lifestyle Displays and Tours

The Fitness Section has conducted numerous displays and demonstrations of fitness testing as well as formal presentations on fitness and lifestyle at various professional conferences, hospitals and business meetings across Canada.

As well, members of the Fitness Section participated in a variety of media interviews via radio, television and through newspapers across Canada regarding fitness and health in addition to promotion of the recently released Fit-Kit.

### 4. Health Club Standards

With the growth of private health clubs and their impact as part of the general fitness delivery system, the Fitness Section has been involved in establishing basic health club standards for fitness program design and operations. The Working Committee will present its guidelines for Health Club Standards and their subsequent effects on business, industry and the community at the XI Meeting of the Federal-Provincial Advisory Committee on Health Standards in May, 1977.







to reduce recognized cross-purpose activities in the area of outdoor recreation.

#### **5. Fitness Trails**

The Frank Ryan Fitness Trail, opened in Ottawa in the summer of 1975, was designed following extensive study of European fitness trails and their benefits. In 1976, the Fitness Section continued its promotion of this facility by preparing a manual on the construction and use of fitness trails as well as a paper on the methodology of motivating Canadians to use these and similar facilities. As well, the Section has produced a five-minute film on the fitness trail concept which is available through the National Film Board.

Council through bi-annual meetings and a regular exchange of information. These relations represent the concerns of Sport Canada as well as Recreation Canada and at the same time provide each province with an opportunity to share in the full knowledge of the dynamics of the Canadian recreation delivery system. The Branch is directly represented by the Liaison Section on more than twenty interdepartmental, intradepartmental and federal-provincial committees although all sections of the Branch have input because of their interests and expertise.

#### **Federal-Provincial Liaison Section**

The purpose of Recreation Canada's Federal-Provincial Liaison Section is to co-ordinate federal fitness and amateur sport activities with those of the provinces to ensure optimal use of Branch resources. To achieve its objective, the Section plays a catalytic role in Branch relations with the Provincial Directors' Council and other federal and provincial departments. The Section maintains relations with the Provincial Directors'

The Federal-Provincial Liaison Section normally carries out specific activities in co-operation with other areas of the Branch. In March, 1977, the Section assisted in the Planning, Research and Evaluation Directorate's staging of the first meeting of Canadian Planners to study federal-provincial co-ordination. And in 1976 the Section joined other sections of Recreation Canada in a co-operative planning venture with Parks Canada, Environment Canada, and the Canadian Government Office of Tourism

# Program Operations and Administration Directorate

This Directorate manages internal operations and support services for all aspects of the Branch and its programs. Program Operations and Administration divides its duties among three sections: Promotion and Communication; Program Services; Finance, Administration and Personnel.

## A) Promotion and Communication

The central function of this Section is the production and distribution of promotion, education and information material related to all Branch activities both for internal and public purposes. Booklets, posters, pamphlets, photographs and films describing and promoting Branch programs are continually being prepared and dispersed to individuals, groups and media across the country to boost public awareness of Fitness and Amateur Sport activities. A particular instance of this in 1976 was the Section's development of the Olympic Information Kit, an integrated series of booklets explaining the history and evolution of Canadian sport and its supporting agencies, for the benefit of Olympic visitors.

In addition, inquiries and requests for information about the Branch and its programs from individuals, associations, schools, government and the private sector are usually handled directly by Promotion and Communication.

The Section maintains an audio-visual library on topics relevant to Branch activities for public and private use and helps in the staging of conferences and displays. In this regard, the Section operated a Branch Display Office in Montreal during the 1976 Summer Olympics.

Other Branch functions regularly performed by the Section are the preparation and dissemination of speeches, reports and press releases.

## B) Program Operations

The Program Operations Section fulfills two major responsibilities: co-ordination of the Contribution System and management of three important Branch initiatives — Grants-in-Aid, the Canada Fitness Award and the Sports Demonstration Project.

The Contribution System includes the application of the Branch's terms and conditions to all contributions given by the Branch to its clientele. At the beginning of each year, Program Operations, on behalf of the Assistant Deputy Minister, invites sport and the recreation associations which are already being supported by the Branch to apply for a contribution renewal. The responses are channelled to the appropriate sport or recreation consultant in the Branch for comment while, at the same time, the Finance and Administration Section examines the associations' financial records from the previous year. Having reviewed these and other terms and conditions, Program Operations prepares a Minister's Package containing all information pertinent to obtaining Ministerial approval for contribution renewals. Similarly, this review process is carried out with any group or association applying for Branch support for the first time. Within the Branch, Program Operations also provides the program directorates with advice on marketing strategy for new programs and activities.

The Section's second area of concern is with program management. The Grants-In-Aid program, though a facet of Sport Canada's Game Plan, is administered through Program Operations. This year, \$633 019 was divided among 550 student-athletes representing 46 sport categories. Among these, 70 special awards were made to the Atlantic Provinces to encourage participation and improve the quality of sport in that region.



The Canada Fitness Award, which is managed by Program Operations, is an incentive program for boys and girls seven to seventeen years of age. It is designed to create better attitudes towards personal fitness as well as to improve aptitudes and skills that will encourage a healthy and vigorous lifestyle beyond the formative years. The program draws a comprehensive picture of boys' and girls' general physical condition by testing six fitness skills, and awards excellence, gold, silver and bronze crests, depending on the level of performance. In the last year, 1 371 577 crests were won by young Canadians to bring the participant total to 4 721 721 since the program's inception in 1970. In 1975, the Royal Canadian Air Cadet organization added the Canada Fitness Award program to the official syllabus of Air Cadet training to reinforce its objective of promoting physical fitness. A special badge has been designed by the Air Cadet League of Canada and the 380 squadrons of Air Cadets supplied with program resource material by the Fitness and Amateur Sport Branch.

A remarkable testament to the value of the Canada Fitness Award program is its popularity around the world. The Branch has learned from Canadians teaching and working abroad of the program's enthusiastic



# Planning, Research and Evaluation Directorate

adoption by schools and agencies in Brazil, Peru, Japan, Nigeria, New Zealand and Sweden.

Program Operations continues to support the unique Sports Demonstration Project begun in 1971. A mobile exhibit of 22 sport and recreation activities for all ages, the Project has travelled nearly 100 000 km from Halifax to Victoria presenting exhibitions to more than 100 communities with their own sport recreation organizations by inviting local clubs, coaches and athletes to participate in the exhibition. One highlight of the 1976 campaign was the presentation of the Sports Demonstration Project at the Canadian National Exhibition in Toronto. The show was the biggest ever, combining all the equipment of the two caravans, and marked the Project's 100th exhibition. The Project will be a featured attraction at the 1977 Canada Games in St. John's, Newfoundland.

## **C) Finance, Administration and Personnel**

Finance is responsible for financial management and general accounting for all Branch activities and related matters. As well, it supports Program Operation's contribution screening process by auditing all sport and recreation associations that receive Branch funding.

Administration handles record management and all purchasing and contracting for the Branch. The Personnel section handles all matters relating to staffing for the Branch.

## **Introduction**

The role of the Planning, Research and Evaluation Directorate is to support and advise senior management in the allocation of Branch resources to best fulfill the mandate of the Fitness and Amateur Sport Act.

The specific functions are named in the Directorate's title: to plan program direction, evaluate program effectiveness and to manage research requirements in support of program development.

## **A) Planning Section**

The Fitness and Amateur Sport Plan initiated in March, 1975, was in large measure completed during 1976-77 and a new Program-Activity Structure was developed. This provides a breakdown of current Branch programs as well as new programs to be undertaken.

In concert with policy accents evolving within the Branch as a whole, these new activity areas were generated to reinforce the philosophy "participation for all" in amateur sport and recreation, and include: programs for handicapped; recreation and mental health; federal-provincial relations; national and international liaison; urban trails; development of a federal plan for fitness, amateur sport and recreation.

To the same end, the Planning Section assisted in the integration of disparate fitness activities into a detailed program design which, as a whole, is now recognized as one of the three major thrusts of the Fitness and Amateur Sport Program.

In order to review and stimulate the Planning delivery system, the Section conducted a System Planning Colloquium. Attending were thirty specialists from planning and systems science schools, the private corporate sector, the private non-profit sector and the federal and provincial government departments. The focus of the nine papers presented and

their subsequent discussion was systems planning methodology and included the Fitness and Amateur Sport planning approach.

## **B) Research Section**

Comprehensive research knowledge is an essential tool in the function of the Planning, Research and Evaluation Directorate with increasing pertinence, directly and indirectly, to other sections of the Branch. This year the Research Section gathered extensive fitness and sport data as well as conducting or commissioning investigation into the state of knowledge of national and individual characteristics congruent with the lifestyle objectives of the Fitness and Amateur Sport Branch.

In October, 1976, the Research Section, with Statistics Canada, surveyed in detail 75,000 Canadians to assess the participation habits of Canadians with respect to fitness, recreation and sport activities. The survey results, due in the fall of 1977, will be a significant guide in charting new Branch campaigns and a most practical catalyst in stimulating further research into the leisure behaviour of Canadians.

To broaden the realm of specialized knowledge for use in program planning, development and evaluation, the Research Section initiated a Research Funding program in June, 1976. Twenty-six research proposals dealing with the physiological, medical, biomechanical, psychological and sociological aspects of fitness, recreation and sport were approved for financial assistance. A second call for research proposals made in November, 1976, for funding in the 1977-78 fiscal year, has received over 100 submissions from across the country.

The Futures Research Project was commissioned early in 1976 to compile a literature review and predictive information base of casual and inferential factors determining Canadian participation in physical activity.





Efforts have been made to advise and persuade Branch officers of the need for and method of evaluation and to encourage the careful preparation of project and program objectives so later judgements on effectiveness can be made in a relevant and timely way.

Participation is the Branch keystone, and the mission of the Futures Project is to anticipate variation in Canadian lifestyles, both in the short and long term, and thereby influence such variation through relevant programs to ensure sustained growth in physical activity participation.

The organizing and dissemination of research information to researchers and practitioners in the fitness, recreation and sport fields is of primary concern to the Branch. In the past year the Research Section has provided funding for further development of the two computerized information systems at the University of Waterloo: the Leisure Studies Data Bank and SIRLS (the Information Retrieval System for the Sociology of Sport).

The Leisure Studies Data Bank facilitates researchers in large-scale analyses of national leisure habits with survey data and documentation in both official languages. The funding of SIRLS in 1976-77 provided for its conversion to a fully interactive "remote user" system linking it to

appropriate information networks both in Canada and abroad.

As the first stage in a two part "state of the field" study, initially for Branch use, the Research Section commissioned the Waterloo Research Institute to report on Sport Research in the following physical activity sciences: biomechanics, work physiology, sociology of sport, psycho-motor learning and psychology of sport. A similar report on recreation research is planned and, subsequently, both reports will be submitted to the research community for discussion, revision and updating.

### **C) Evaluation Section**

During the past fiscal year, the Evaluation Section worked intensively on the establishment of the computer-based Management Information System which is designed to supply information about Branch work processes and the environment to which they relate. Assistance was provided in the initial establishment of the office of the Minister of State and other associated matters.

# The National Advisory Council on Fitness and Amateur Sport

A major provision of the 1961 Fitness and Amateur Sport Act was the creation of the National Advisory Council. Comprised of thirty members, with representatives from each province and territory, the Council ensures an accurate profile of Canada's fitness, recreation and sport needs.

As its name suggests, the Council was originally intended to advise the Minister of National Health and Welfare in determining what federal assistance would best fulfill the Act's intentions to "promote, encourage and develop fitness and amateur sport in Canada".

To this end, the present Council is indebted to past members for creating a solid, positive influence in the area of physical fitness and amateur sport, as, in closely observing the evolution of sport in our country over the years, the Council was often the driving force in promulgating issues that have since had a great influence on the Canadian population. Specifically, 'ParticipAction', launched by Council in 1970, has sensitized Canadians to the benefits and necessity of being physically active and may be a contributing factor to the changing lifestyle of our populous.

Now under the mandate of the Minister of State for Fitness and Amateur Sport, the National Advisory Council fulfills a purpose parallel to, but independent of, the Fitness and Amateur Sport Branch, acting as the conscience and voice of the Canadian people in matters of fitness, sport and recreation.

Beyond collating and disseminating valuable research information, the National Advisory Council provides several unique ingredients essential to the success of the over-all Fitness and Amateur Sport Program. It acts as liaison between the federal government and projects concerning provincial and municipal levels of government and, in particular, projects involving the private sector. And in its role as devil's advocate,



the Council ensures the continuing validity of projects and is harbinger of weaknesses, lacks or oversights of the Program.

At its 30th General Meeting in October, 1974, the Council created three committees — Recreation, Sport and Fitness, to order research of these major program areas into a more concentrated and efficient format. Problems under study by the Council are now given to the respective committees and closely analyzed by experts in the field before the Council as a whole concludes with a recommendation to the Minister. These recommendations, based on input from all Council members, bring forward ideas and concerns voiced by various demographic and geographic areas in Canada.

Following is a summary of the Council's concerns and activities in the past year.

## A) The Recreation Committee

The Recreation Committee's main concern is for mass participation in

physical activity by young and old alike, whether in a specific sport or in general recreation.

This past year the Committee re-evaluated existing federal delivery systems such as the Canada Fitness Awards, the Sports Demonstration Program and the Home Fitness Test, as well as non-federal programs such as the Young Olympians and the Duke of Edinburgh Awards.

A comprehensive study of ParticipAction, the main federal delivery system, included analyzing the results of 'ParticipAction Saskatoon Inc.' and investigating similar community experiments at Penticton, Medicine Hat and Peterborough. Reflections on these and other programs were gathered from provincial governments and ParticipAction itself. A report has been prepared on 'ParticipAction Saskatoon' and the Council has recommended that this and the results of their other surveys be synthesized into a document for use by any community interested in establishing ParticipAction community "awareness" experiments. An impor



tant conclusion reached by the Council was that such experiments do not require huge sums of money to be successful, but rather coordination of community efforts in promoting physical activity and well-being. In reviewing the 1970's Facility Survey, prepared by the Fitness and Amateur Sport Branch, the Committee concluded that facilities adequate for mass participation in sport and recreation exist, but that their full potential is not used currently. A consulting firm was engaged to study this problem and suggest solutions, which were incorporated in their report to Council entitled, "*Community Use of Recreation Facilities in Canada*". The Recreation Committee is presently pursuing the recommendations of this report through the preparation of articles on joint-use projects for publication in recreation journals.

Contiguous to the question of facilities is the problem of inducing more people to use them. The Committee prepared the document "Motivating Canadians to Become Physically Active" and sent it to 1200 interested Canadians to gauge its effectiveness in view of wider distribution. Responses to this report by Canadians from all walks of life reflect the needs for and benefits of physical activity.

### 3) The Sport Committee

Constrained by the breadth and diversity of sport in Canada, the Sport Committee chose to direct its energies in reviewing several pressing problems raised by various groups in the sport world itself. As well, the Committee joined the Fitness Committee and other members of the Council in endorsing the need for improvement and standardization of physical education in Canadian elementary schools. Attention was given to the range of competitions in Canada. With competitions burgeoning in number and dividing by specialty of events, the Committee forecast the danger of duplication or inefficient use of funds through lack of coordination. An immediate problem



is the increasing travel costs for athletes, especially those of Canadian Interscholastic Athletic Universities.

Because sport groups have been segregating physically handicapped athletes from normal sports activities and forcing the establishment of parallel but separate sport organizations, the Committee investigated the feasibility of including these athletes in regular competitions.

Among several problems nagging Canadian Hockey is increasing player violence. Upon review the Sport Committee recommended either the appointment of a task force to suggest methods of violence-control or the formation of a National Officials Board for the Canadian Amateur Hockey Association to ensure enforcement of hockey rules. These recommendations are under consideration by the Minister.

In regard to excellence in sport the Committee has studied "Game Plan", the feasibility of unification of sport and the possible coordination of various Sports Halls Of Fame.

Its immediate concern, however, is with coaching. The Committee feels that athletic calibre is directly affected by the quality of coaching and, in view of the Canadian successes

at the Montreal Olympics, that the time is propitious to establish Canadian Coaching Schools. In support of this concept the Sport Committee canvassed the Coaching Association of Canada and representatives of related associations to gather suggestions for improvement or change in line with this objective. To the same end, the Committee is following closely the progress of the recently instituted Coaching Certification Program.

### C) The Fitness Committee

The Fitness Committee approaches the participation campaign for physical fitness by considering sectors of the population in terms of lifestyle and pro-fitness influences. Considering population groups in this way ensures more specific fitness predictions, both short and long term for each group, and allows precise and effective strategies for encouragement of participation in physical activity to be devised.

In the belief that the habit of maintaining physical fitness, like all habits, can be most deeply planted during childhood, the Fitness Committee studied physical education programs in elementary schools with a view to suggesting and supporting improvements. The Committee means to prompt greater collaboration among all three levels of government to correct deficiencies of the present system and develop a well-balanced, thorough, daily physical education program in all schools.

In concern with this "preventive" philosophy regarding health and welfare, the Fitness Committee is giving attention to televised physical activity programs for pre-schoolers, employee fitness programs, the development of leadership programs, the provision of adequate facilities for senior citizens, incentive awards schemes for all ages, and physical activity programs in day care centres and nurseries.

## Summary of Contributions

Sport Canada	\$20 854 87
Recreation Canada	\$ 3 912 27
Program Operations and Administration	\$ 659 71
Planning, Research and Evaluation	\$ 95 22
<b>Total</b>	<b>25 522 09</b>

## Sport Canada/Contributions

Association	Block Contribution	Executive Director	Technical Director	Total
Aquatics	\$ 5 812	\$	\$	\$ 5 81
Archery	67 292	16 200		83 49
Badminton	137 273	16 200	19 440	172 91
Baseball	78 372			78 37
Basketball	231 563	16 200		247 76
Bobsleigh and Luge	298			29
Lawn Bowling Council	13 511			13 51
Ladies' Lawn Bowling	14 688			14 68
Boxing	32 600		2 250	34 85
Canoeing	98 428	16 200	19 440	134 06
Cricket	36 119			36 11
Curling	28 810	10 800		39 61
Ladies' Curling	21 781			21 78
Cycling	72 131	9 450	11 340	92 92
Diving	74 012	16 200	19 440	109 65
Equestrian Team Committee	64 274			64 27
National Equestrian Federation	22 736	16 200		38 93
Fencing	68 711		19 440	88 15
Football	52 039	14 175	19 440	85 65
Ladies' Golf	29 992	16 200		46 19
Royal Canadian Golf Association	26 623			26 62
Gymnastics	303 314	14 227	19 440	336 98
Modern Gymnastics	30 517			30 51
Handball	31 312			31 31
Team Handball	100 506			100 50
Hockey	241 585	16 200	19 440	277 22
Hockey Canada	11 200	19 440		30 64
Men's Field Hockey	58 289			58 28
Women's Field Hockey	68 691			68 69
Field Hockey Council	6 492	16 200		22 69
Horse Council	38 475	16 200	17 197	71 87
Judo Canada	53 094			53 09
Karate	17 102			17 10
Lacrosse	54 569	16 200		70 76
Netball	25 191			25 19
Orienteering	17 782	16 200		33 98
Parachuting	46 826			46 82
Modern Pentathlon	17 382			17 38
Racquetball	42 137			42 13
Ringette	8 482			8 48
Rowing	90 968	12 825		103 79
Rugby	65 272	16 200		81 47
Soaring	23 087			23 08



## Sport Canada/Contributions (Cont'd)

Association	Block Contribution	Executive Director	Technical Director	Total
Shooting	\$ 106 750	\$ 16 200	\$ 19 440	\$ 142 390
Figure Skating	125 196	16 200	19 440	160 836
Speedskating	147 649	4 673	19 440	171 762
Skiing	463 202	16 200	6 480	485 882
Soccer	128 899	16 200	19 440	164 539
Softball	82 849	16 200		99 049
Squash Racquets	28 052			28 052
Ladies' Squash Racquets	2 106			2 106
Swimming	469 488	15 350	19 440	504 278
Synchronized Swimming	89 310	16 200		105 510
Lawn Tennis	51 586	13 396		64 982
Table Tennis	63 204	16 200		79 404
Track and Field	239 717	16 200	14 580	270 497
Volleyball	186 046	16 200	9 720	211 966
Water Polo	158 872		19 440	178 312
Water Skiing	41 067	16 200		57 267
Weightlifting	43 629	16 200		59 829
Wrestling	148 918	11 550	19 440	179 908
Yachting	147 619	16 200	19 440	183 259
Coaching Association of Canada	467 752	16 200	19 440	503 392
Can. Colleges Athletic Association	20 026			20 026
Can. Intercollegiate Athletic Union	81 737	16 200		97 937
Can. Women's Intercollegiate Athletic Union	67 274			67 274
Canadian Olympic Association	256 505	16 200		272 705
Canadian Federation of Provincial School Athletic Associations	15 605	16 200		31 805
Sports Federation of Canada	40 877		19 440	60 317
Academy of Sports Medicine	4 283			4 283
Sport Sciences	21 082			21 082
Can. Athletic Therapists Association	5 181			5 181
Canadian Physiotherapy Association	2 643			2 643
Addition Assistance	9 284			9 284
<b>Total</b>	<b>\$6 245 746</b>	<b>\$595 686</b>	<b>\$392 047</b>	<b>\$7 233 479</b>
<b>Administration</b>				<b>Total</b>
National Sport and Recreation Centre Inc.				\$ 1 900 000
<b>Games</b>				
1975 Canada Winter Games				\$ 15 795
1977 Canada Summer Games				1 536 183
1978 Commonwealth Games				8 000 000
1979 Canada Winter Games				1 100 000
1976 Arctic Games				35 000
<b>Total</b>				<b>\$10 686 978</b>
<b>Special Projects</b>				
<b>Game Plan</b>				
— Athletes Classification System				\$ 106 715
— Living Supplement				79 200
Canada's Sports Hall of Fame				32 500
Congrès international des sciences de l'activité physique 1976				97 000
Sport Facilities — Universities				675 000
1975 Intercontinental Cup Amateur Baseball Corporation				44 000
<b>Total</b>				<b>\$ 1 034 415</b>

## Recreation Canada/Contributions (Cont'd)

Associations	Total
Alpine Club	\$ 12 184
Council for Co-operation in Aquatics	10 428
Badminton	15 750
Bowling Federation of Canada	22 712
Boys' and Girls' Clubs of Canada	52 822
Camping Association	68 974
Recreational Canoeing	63 390
Canadian Council on Children and Youth	44 738
Cycling	8 483
Football	8 176
Girl Guides of Canada	26 585
Les Guides Catholiques	39 866
Modern Gymnastics	14 167
Canadian Association for Health, Physical Education & Recreation	108 996
Oldtimers' Hockey Association	20 000
Canadian Parks and Recreation Association	78 878
Outward Bound	30 000
Orienteering	12 991
Red Cross Society	44 817
Royal Life Saving Society of Canada	24 583
Canada Safety Council	5 000
Association des Scouts du Canada	93 563
Boy Scouts of Canada	42 516
Ski Marathon	27 500
Ski Patrol System	63 019
Nordic Ski Instructors	2 100
Synchronized Swimming	10 089
Nakkertok Ski Association	5 000
Canadian Ski Instructors Alliance	63 104
Snowshoers' Union	4 097
Table Tennis	21 000
Association of Canadian Underwater Councils	28 209
Association of Underwater Instructors	4 604
Yachting	33 999
Y.M.C.A.'s	52 402
Y.W.C.A.'s	19 718
Youth Hostels Association	75 346
<b>Total</b>	<b>\$1 259 804</b>

# Recreation Canada/Contributions (Cont'd)

Handicapped Associations	Total
Wheelchair Sports	\$ 80 851
Silent Sports	25 170
March of Dimes — A Centre	766
Association for the Mentally Retarded	25 700
Canadian Association of Disabled Skiers	54 014
Manitoba Advisory Council — Recreation for the Handicapped	25 625
Newfoundland & Labrador Advisory Council for Special Groups	22 704
New Brunswick Council for Recreation for the Disabled	32 638
Nova Scotia Recreation Council for the Disabled	47 793
Prince Edward Island Association for the Disabled	20 000
Pacific Association for Autistic Children	6 975
Therapeutic Family Camping Groups	21 028
Special Projects for the Handicapped	17 678
National Inter-Agency Recreation Project	59 656
<b>Total</b>	<b>\$ 440 598</b>

Native Peoples	Total
British Columbia Native Amateur Sport and Recreation Federation	\$ 100 000
Union of New Brunswick Indians	70 000
New Brunswick Association — Nonstatus Indians	25 000
Grand Council Treaty No. 3	40 000
Grand Council Treaty No. 9	80 000
INSPOL Sports Association of Alberta	165 000
Association of Iroquois and Allied Indians	10 000
Laurentian Alliance of Metis & Nonstatus Indians	60 000
Manitoba Indian Brotherhood	60 000
Manitoba Metis Federation	70 000
Indian & Metis Association — Newfoundland & Labrador	25 000
Union of Nova Scotia Indians	30 000
Union of Ontario Indians	60 000
Prince Edward Island — Metis & Nonstatus Indians	25 000
Association of Quebec Indians	130 000
North Quebec Inuit Association	80 000
Federation of Saskatchewan Indians	200 000
Metis of Saskatchewan	125 000
Yukon Native Brotherhood	40 000
Yukon Association — Nonstatus Indians	20 000
Metis Association of Alberta	35 000
Ontario Metis & Nonstatus Indian Association	10 000
Nonstatus Indian & Metis Association of Nova Scotia	20 000
National Indian Brotherhood	7 096
<b>Total</b>	<b>\$1 487 096</b>

## Recreation Canada/Contributions (Cont'd)

### Games

Canadian Special Olympics Inc.	\$ 21 400
Northern Games (1976)	75 000
<b>Total</b>	<b>\$ 96 400</b>

### Special Projects

Sport Participation Canada	\$ 500 000
Université du Québec — Trois-Rivières Centre de Recherche	47 060
Leisurability Public	2 942
University of Ottawa	3 500
Cycle Canada '76 Inc.	74 550
University of Saskatchewan (Research)	327
<b>Total</b>	<b>\$ 628 379</b>

## Program Operations and Administration

	Total
Grants-in-Aid to Student-Athletes	\$659 719

## Planning, Research and Evaluation

	Total
Research Contribution Program	\$ 95 226







Récréation Canada/Contributions (suite)

Jeux

Jeux canadiens pour handicapés physiques \$ 21 400

Jeux nordiques 75 000

**Total \$ 96 400**

**Projets spéciaux**

Sport Participation Canada \$ 500 000

Université du Québec — Trois-Rivières Centre de recherche 47 060

Leisureability Public 2 942

Université d'Ottawa 3 500

Cyclo-Canada '76 Inc. 74 550

Université de la Saskatchewan (recherche) 327

**Total \$ 628 379**

**Direction de l'exécution des programmes de l'administration**

**Total \$659 719**

Subventions aux athlètes étudiants

**Direction de la planification, de la recherche et de l'évaluation**

**Total \$ 95 226**

Programme de contributions à la recherche



# Récréation Canada/Contributions (suite)

Associations pour les handicapés	
Total	\$ 80 851
Sports en fauteuil roulant	
Sports silencieux	25 170
La Marche des dix cents — Centre A	766
Association canadienne pour les déficients mentaux	25 700
Association canadienne des skieurs handicapés	54 014
Conseil consultatif du Manitoba — Loisirs pour les handicapés	25 625
Conseil consultatif de Terre-Neuve et du Labrador pour les groupes spéciaux	22 704
Conseil du Nouveau-Brunswick pour les loisirs des handicapés	32 638
Conseil de la Nouvelle-Ecosse pour les loisirs des handicapés	47 793
Conseil de l'Île-du-Prince-Édouard pour les handicapés	20 000
Projet de camping familial thérapeutique	6 975
Association du Pacifique pour les enfants autistiques	21 028
Projets spéciaux pour les handicapés	17 678
Projet national inter-agences de loisirs	59 656
<b>Total</b>	
<b>\$ 440 598</b>	
Autochtones	
Fédération de récréation et de sport amateur pour les autochtones de la C.-B.	\$ 100 000
Union des Indiens de Nouveau-Brunswick	70 000
Association des Indiens non inscrits de Nouveau-Brunswick	25 000
Traité du Grand Conseil n° 3	40 000
Traité du Grand Conseil n° 9	80 000
INSPOL Association sportive de l'Alberta	165 000
Association des Iroquois et des Indiens alliés	10 000
Alliance laurontaine des Métis et des Indiens non inscrits	60 000
Fraternité des Indiens du Manitoba	60 000
Fédération des Indiens non inscrits du Manitoba	70 000
Associations des autochtones de Terre-Neuve et du Labrador	25 000
Associations des Indiens de la Nouvelle-Ecosse	30 000
Union des Indiens de l'Ontario	60 000
Association des Métis et des Indiens non inscrits de l'I.-P.-É.	25 000
Association des Indiens du Québec	130 000
Association des Inuit du Nord du Québec	80 000
Fédération des Indiens de la Saskatchewan	200 000
Métis de la Saskatchewan	125 000
Fraternité des autochtones du Yukon	40 000
Association des Indiens non inscrits du Yukon	20 000
Association des Métis de l'Alberta	35 000
Association des Métis et des Indiens non inscrits de l'Ontario	10 000
Association des Métis et des Indiens non inscrits de la Nouvelle-Ecosse	20 000
Fraternité nationale des autochtones	7 096
<b>Total</b>	
<b>\$1 487 096</b>	



## Sport Canada/Contributions (suite)

Projets spéciaux	
Plan des jeux	
— Système de classification des athlètes	\$ 106 715
— Allocation de subsistance	79 200
Temple de la renommée du Canada	32 500
Congrès international des sciences de l'activité physique 1976	97 000
Installations sportives des universités	675 000
Société de baseball amateur pour la Coupe intercontinentale de 1975	44 000
<b>Total</b>	<b>\$ 1 034 415</b>

## Récréation Canada/Contributions

Associations	
Club alpin	\$ 12 184
Conseil canadien pour la coopération dans les sports nautiques	10 428
Badminton	15 750
Fédération canadienne des quilles	22 712
Boys' and Girls' Clubs of Canada	52 822
Association canadienne de camping	68 974
Canotage de loisir	63 390
Conseil canadien de l'enfance et de la jeunesse	44 738
Cyclisme	8 483
Football	8 176
Guides du Canada	26 585
Les Guides catholiques	39 866
Gymnastique moderne	14 167
Association canadienne pour la santé, l'éducation physique et la récréation	108 996
Association des vétérans du hockey	20 000
Association canadienne des parcs et loisirs	78 878
Outward Bound	30 000
Orientalion	12 991
Société canadienne de la Croix-Rouge	44 817
Société royale de sauvetage du Canada	24 583
Conseil canadien de la sécurité	5 000
Association des Scouts du Canada	93 563
Boy Scouts of Canada	42 516
Marathon de ski	27 500
Système de patrouille de ski	63 019
Instructeurs de ski nordique	2 100
Nage synchronisée	10 089
Association de ski de Nakkerok	5 000
Association canadienne des instructeurs de ski	63 104
Union des raquetteurs	4 097
Tennis de table	21 000
Association canadienne des clubs de plongée sous-marine	28 209
Association des instructeurs de plongée sous-marine	4 604
Yachting	33 995
Y.M.C.A.	52 402
Y.W.C.A.	19 718
Association des auberges de jeunesse	75 348
<b>Total</b>	<b>\$1 259 804</b>

# Sport Canada/Contributions (suite)

Association	Contribution globale	Directeur exécutif	Directeur technique	Total
Vol-à-voile	\$ 23 087	\$	\$	\$ 23 087
Tir	106 750	16 200	19 440	142 390
Patinage artistique	125 196	16 200	19 440	160 836
Patinage de vitesse	147 649	4 673	19 440	171 762
Ski	463 202	16 200	6 480	485 882
Soccer	128 899	16 200	19 440	164 539
Balle-molle	82 849	16 200		99 049
Squash racquets	28 052			28 052
Squash racquets pour dames	2 106			2 106
Natation	469 488	15 350	19 440	504 278
Nage synchronisée	89 310	16 200		105 510
Tennis sur gazon	51 586	13 396		64 982
Tennis de table	63 204	16 200		79 404
Athlétisme	239 717	16 200	14 580	270 497
Volley-ball	186 046	16 200	9 720	211 966
Water-polo	158 872		19 440	178 312
Ski aquatique	41 067	16 200		57 267
Haltérophilie	43 629	16 200		59 829
Lutte	148 918	11 550	19 440	179 908
Yachting	147 619	16 200	19 440	183 259
Association canadienne des entraîneurs	467 752	16 200	19 440	503 392
Association athlétique collégiale	20 026			20 026
Union sportive interuniversitaire canadienne	81 737	16 200		97 937
Union sportive interuniversitaire canadienne féminine	67 274			67 274
Association olympique du Canada	256 505	16 200		272 705
Fédération canadienne des associations athlétiques des écoles provinciales	15 605	16 200		31 805
Fédération des sports du Canada	40 877		19 440	60 317
Académie de médecine sportive	4 283			4 283
Sciences sportives	21 082			21 082
Association canadienne des thérapeutes pour le sport	5 181			5 181
Association canadienne de physiothérapie	2 643			2 643
Aide supplémentaire	9 284			9 284
<b>Total</b>	<b>\$6 245 746</b>	<b>\$595 686</b>	<b>\$392 047</b>	<b>\$7 233 479</b>
Administration				Total
Centre national du sport et de la récréation				\$ 1 900 000
Jeux				
Jeux d'hiver du Canada de 1975				\$ 15 795
Jeux d'été du Canada de 1977				1 536 183
Jeux du Commonwealth de 1978				8 000 000
Jeux d'hiver du Canada de 1979				1 100 000
Jeux de l'Arctique				35 000
<b>Total</b>				<b>\$10 686 978</b>

## Inventaire des contributions

Sport Canada

Récréation Canada

Exécution des programmes et administration

Planification, recherche et évaluation

**Total**

\$20 854 872  
\$ 3 912 277  
\$ 659 719  
\$ 95 226  
**\$25 522 094**

## Sport Canada/Contributions

Association	Contribution globale	Directeur exécutif	Directeur technique	Total
Sports aquatiques	\$ 5 812	\$	\$	\$ 5 812
Tir à l'arc	67 292	16 200		83 492
Badminton	137 273	16 200	19 440	172 913
Baseball	78 372			78 372
Basketball	231 563	16 200		247 763
Bobsleigh et luge	298			298
Conseil du boulingrin	13 511			13 511
Boulingrin pour dames	14 688			14 688
Boxe	32 600		2 250	34 850
Canotage	98 428	16 200	19 440	134 068
Criquet	36 119			36 119
Curling	28 810	10 800		39 610
Curling pour dames	21 781			21 781
Cyclisme	72 131	9 450	11 340	92 921
Plongeon	74 012	16 200	19 440	109 652
Comité de l'équipe équestre	64 274			64 274
Fédération équestre nationale du Canada	22 736	16 200		38 936
Escrime	68 711		19 440	88 151
Football	52 039	14 175	19 440	85 654
Golf pour dames	29 992	16 200		46 192
Association royale de golf du Canada	26 623			26 623
Gymnastique	303 314	14 227	19 440	336 981
Gymnastique moderne	30 517			30 517
Handball	31 312			31 312
Handball par équipes	100 506			100 506
Hockey	241 585	16 200	19 440	277 225
Hockey Canada	11 200	19 440		30 640
Hockey sur gazon (hommes)	58 289			58 289
Hockey sur gazon (dames)	68 691			68 691
Conseil de hockey sur gazon	6 492	16 200		22 692
Conseil hippique	38 475	16 200	17 197	71 872
Judo Canada	53 094			53 094
Karaté	17 102			17 102
Crosse	54 569	16 200		70 769
Netball	25 191			25 191
Orientation	17 782	16 200		33 982
Parachutisme	46 826			46 826
Pentathlon moderne	17 382			17 382
Racquetball	42 137			42 137
Ringette	8 482			8 482
Aviron	90 968	12 825		103 793
Rugby	65 272	16 200		81 472



précises et efficaces destinées à encourager la participation à l'activité physique.

Convaincu que l'habitude de se maintenir en bonne forme physique, comme toutes les habitudes, peut être le plus profondément implantée durant l'enfance, le comité Santé a étudié les programmes d'éducation physique dans les écoles primaires en vue de proposer et d'appuyer des améliorations. Le Comité a l'intention de solliciter une plus grande collaboration entre les trois niveaux d'autorité afin de remédier aux carences du système actuel et mettre au point un programme d'éducation physique quotidien, complet, bien équilibré, dans toutes les écoles.

En accord avec ce principe de *pré-vention* concernant la santé et le bien-être, le comité Santé porte son attention vers des programmes d'activité physique télévisés pour les enfants d'âge préscolaire, des programmes de conditionnement physique pour les employés, l'établissement de programmes d'animation, la fourniture d'installations appropriées pour les personnes âgées, des systèmes de primes à l'initiative pour tous les âges et des programmes d'activité physique dans les garderies.

### C) Le comité Santé

Sa préoccupation immédiate, toutefois, concerne les entraîneurs. Le Comité croit que les capacités sportives sont en relation directe avec la qualité de l'entraînement et, qu'étant donné les succès des Canadiens aux Jeux olympiques de Montréal, le temps est propice à l'établissement d'écoles canadiennes d'entraîneurs. A l'appui de ce concept, le comité Sport a demandé à l'Association canadienne des entraîneurs et aux représentants d'associations connexes de rassembler des propositions en vue d'apporter des améliorations ou des modifications relatives à cet objectif. A cette même fin, le Comité suit de près le progrès du récent Programme de certification des entraîneurs.



Le comité Santé envisage la campagne pour la participation au conditionnement physique en prenant en considération des secteurs de la population, selon leur influence sur les habitudes de vie et la faveur accordée à la forme physique. Dans cette perspective, l'étude de groupes de populations assure des prévisions plus spécifiques sur la condition physique, tant à court terme qu'à long terme pour chaque groupe, et permet la conception de stratégies





# Conseil consultatif national de la santé et du sport amateur

Une disposition principale de la Loi sur la santé et le sport amateur de 1961 était la création d'un Conseil consultatif national. Composé de trente membres, dont des représentants de chaque province et territoire, le Conseil fournit un profil précis des besoins en matière de conditionnement physique, de loisirs et de sport pour les Canadiens.

Comme le nom l'indique, le Conseil visait initialement à conseiller le ministre de la Santé nationale et du Bien-être social dans la détermination de l'aide fédérale qui satisferait le mieux aux intentions de la Loi, c'est-à-dire «favoriser, promouvoir et développer la santé et le sport amateur au Canada».

A cette fin, le Conseil actuel est redevable aux anciens membres pour l'établissement d'une influence sociale positive dans le domaine de la forme physique et du sport amateur. Par l'observation soignée de l'évolution du sport dans notre pays au cours des années, le Conseil a souvent été la force motrice dans la promulgation de questions qui ont, depuis, eu une grande influence sur la population canadienne. Plus particulièrement, «ParticipAction», lancé par le Conseil en 1970, a sensibilisé les Canadiens aux avantages et à la nécessité de l'activité physique et est peut-être un facteur qui a contribué à l'évolution du mode de vie de la masse.

Maintenant sous l'autorité du Ministre d'Etat à la Santé et au Sport amateur, le Conseil consultatif national remplit une fonction parallèle, bien qu'indépendante, à celle de la Direction générale de la santé et du sport amateur, et agit à titre de conseil et de voix du peuple canadien pour ce qui est de la condition physique, du sport et des loisirs. En plus de rassembler et de diffuser des renseignements de recherche précieux, le Conseil consultatif national fournit plusieurs ingrédients uniques, essentiels au succès du programme global de la santé et du sport amateur. Il agit à titre de

grande échelle sur les habitudes de loisirs nationales, en fournissant des données d'enquêtes et de la documentation dans les deux langues officielles. Le financement de SIRLS en 1976-1977 a assuré sa conversion en un système entièrement interactif à usage à distance qui le reliera aux réseaux d'information appropriés tant au Canada qu'à l'étranger.

Comme premier stade d'une étude bipartite sur l'état des connaissances dans le domaine, destinée initialement à la Direction générale, la Section de la recherche a chargé l'Institut de recherche de Waterloo (Waterloo Research Institute) de faire un rapport sur la recherche relative au sport dans les sciences de l'activité physique suivantes: la biomécanique, la physiologie du travail, la sociologie du sport, l'apprentissage psychomoteur et la psychologie du sport. Un rapport semblable sur la recherche relative aux loisirs est prévu et les deux rapports seront subéquemment présentés à des spécialistes de la recherche pour étude, révision et mise à jour.

## C) Section de l'évaluation

Au cours de la dernière année financière, la Section de l'évaluation a travaillé intensément à la mise sur ordinateur d'un système intégré de gestion, conçu en vue de fournir des renseignements sur les procédés de travail de la Direction générale et le milieu auquel ils sont liés. Une aide a été fournie lors de l'établissement initial du cabinet du Ministre d'Etat et pour d'autres activités connexes. Des efforts ont été déployés en vue d'informer et de convaincre les agents de la Direction générale du besoin d'évaluation et de la méthode à utiliser, et de les inciter à une préparation attentive des objectifs des projets et programmes, afin que les jugements ultérieurs sur l'efficacité puissent être émis de façon pertinente et opportune.

lien entre le gouvernement fédéral et les projets intéressant les administrations provinciales et municipales et, en particulier, ceux auxquels participe le secteur privé. Dans son rôle d'avocat du diable, le Conseil veille à ce que les projets demeurent valables, et s'oblige à prévoir les faiblesses et les lacunes du Programme.

A sa 30<sup>e</sup> réunion générale en octobre 1974, le Conseil avait formé trois comités — Récréation, Sport et Santé — afin que la recherche sur ces domaines de programmes importants soit effectuée de façon plus concentrée et efficace. Les problèmes étudiés par le Conseil sont maintenant délégués aux comités respectifs et analysés attentivement par les experts du domaine, avant que le Conseil, dans son ensemble, présente une recommandation au Ministre. Ces recommandations, fondées sur un apport de tous les membres du Conseil, font connaître des idées et préoccupations formées par diverses régions démographiques et géographiques du Canada.

Voici un résumé des préoccupations et activités du Conseil au cours de la dernière année.

## A) Le comité Récréation

Le comité Récréation a pour préoccupation principale la participation de la masse — jeunes et vieux de même — à l'activité physique, que ce soit un sport particulier ou les loisirs en général. Au cours de la dernière année, le Comité a réévalué les systèmes d'organisation fédéraux existants, notamment le Prix canadien de l'efficacité physique, le Projet d'initiation aux sports et le Physitest canadien, ainsi que des programmes non fédéraux, comme les Jeunes olympiens et les Prix du Duc d'Edimbourg. Une étude complète de ParticipAction, principal système de distribution fédéral, a porté notamment



organisé un Colloque sur la planification des systèmes. Les trente spécialistes qui y ont participé viennent d'écoles des sciences de la planification et des systèmes, du secteur privé des affaires, du secteur privé à but non lucratif et de ministères des gouvernements fédéral et provinciaux. Les neuf documents présentés et leur étude subséquente portaient principalement sur la méthodologie de la planification des systèmes et comprenaient l'approche de la planification, dans le domaine de la forme physique et du sport amateur.

## B) Section de la recherche

Une connaissance approfondie de la recherche constitue un instrument essentiel pour que les fonctions de la Direction de la planification, de la recherche et de l'évaluation aient un rapport croissant, direct et indirect, avec celles d'autres sections de la Direction générale. Cette année, la Section de la recherche a rassemblée un nombre considérable de données relatives à la capacité physique et au sport, et a également mené des enquêtes ou chargé d'autres organismes d'effectuer des études sur l'état des connaissances, en matière de caractéristiques nationales et individuelles qui soient conformes aux objectifs de la Direction générale de la santé et du sport amateur concernant le mode de vie.

Afin d'élargir le domaine des connaissances spécialisées à employer dans la planification, la mise au point et l'évaluation des programmes, la Section de la recherche a mis en œuvre un Programme de financement de la recherche en juin 1976. Vingt-six propositions de recherche relatives aux aspects physiologique, médical, biomécanique, psychologique et sociologique de la santé, des loisirs et du sport ont été approuvées pour aide financière. Un deuxième appel de propositions de recherche, lancé en novembre 1976 pour financer au cours de l'année financière 1977-1978, a attiré plus de 100 présentations de par tout le pays.

*Le Projet de recherche pour l'avenir* a été commandé au début de 1976 afin d'établir une base d'information s'appuyant sur la recension de livres et sur les prévisions, relativement aux causes et aux raisonnements qui déterminent la participation des Canadiens à l'activité physique. La participation est le pivot de la Direction générale, et la vocation du Projet de recherche pour l'avenir

consiste à prévoir la variation dans les habitudes de vie des Canadiens, tant à court terme qu'à long terme, et de ce fait, à influencer cette évolution au moyen de programmes appropriés afin de garantir une croissance soutenue de la participation à l'activité physique.

L'organisation et la diffusion des renseignements de recherche aux chercheurs et praticiens dans les domaines du conditionnement physique, des loisirs et des sports sont de première importance pour la Direction générale. Au cours de la dernière année, la Section de la recherche a financé le perfectionnement de deux systèmes de renseignements informatisés à l'Université de Waterloo: la banque de données des études sur les loisirs (Leisure Studies Data Bank) et SIRS (Information Retrieval System — Système de Sociology of Sport — Système de localisation des renseignements pour la sociologie du sport). La Banque de données des études sur les loisirs facilite la tâche des chercheurs, dans les analyses à



# Planification, recherche et évaluation (Direction)

## Introduction

La Direction de la planification, de la recherche et de l'évaluation a pour rôle de soutenir et de conseiller la haute direction dans l'attribution des ressources de la Direction générale afin de remplir le mieux possible le mandat donné par la Loi sur la santé et le sport amateur.

Les fonctions particulières sont nommées dans le titre de la Direction: planifier l'orientation des programmes, en évaluer l'efficacité, et diriger la recherche nécessaire à leur perfectionnement.

## A) Section de la planification

Le Programme de la santé et du sport amateur, commencé en mars 1976, a été achevé en grande partie au cours de 1976-1977 et une nouvelle structure Programme-Activité a été mise sur pied. Cette structure fournit un éventail des programmes actuels de la Direction générale, ainsi que les nouveaux programmes à entreprendre.

En accord avec les principes sur lesquels insiste la Direction générale dans l'ensemble, ces nouveaux secteurs d'activités ont été introduits pour renforcer l'idée de «la participation pour tous» dans le sport amateur et les loisirs, et comprennent: les programmes pour les handicapés, les loisirs et la santé mentale; les relations fédérales-provinciales; les relations nationales et internationales; les parcs urbains; et la mise au point d'un plan fédéral de conditionnement physique, de sport amateur et de loisirs.

Pour la même raison, la Section de planification a aidé à intégrer des activités disparates dans un plan de programmes détaillé qui, dans son ensemble, est maintenant considéré comme l'une des trois lignes de force principales du Programme de la santé et du sport amateur.

Afin d'examiner et de stimuler le système de distribution, la Section a

## C) Finances, administration et personnel

La sous-section des Finances est chargée de la gestion financière et de la comptabilité générale de toutes les activités de la Direction générale et de questions connexes. De même, elle soutient le processus d'examen des contributions assuré par la Section de l'exécution des programmes, en effectuant la vérification comptable de toutes les associations sportives et de loisirs qui reçoivent des subventions de la Direction générale.

La Sous-section de l'administration s'occupe de la gestion des dossiers et de tous les achats et contrats de la Direction générale, tandis que la Section du personnel s'occupe de toutes les questions relatives à la dotation en personnel.

d'argent et de bronze) selon le niveau de performance. Au cours de la dernière année, 1 371 577 écus-sous ont été décernés, ce qui porte le total des participants à 4 721 721, depuis le commencement du programme en 1970. En 1975, le Corps royal des Cadets de l'air a ajouté le programme du Prix canadien de l'efficacité physique à son programme officiel de formation, pour renforcer son objectif de promotion de la condition physique. Un écusson spécial a été conçu par la Ligue des Cadets de l'air du Canada et 380 escadrons de Cadets ont reçu de la documentation sur le programme de la Direction générale de la santé et du sport amateur.

La popularité du Prix canadien de l'efficacité physique dans le monde entier témoigne de sa valeur. La Direction générale a appris de Canadiens qui enseignent et travaillent à l'étranger que le programme a été adopté avec enthousiasme par des écoles et des organismes au Brésil, au Pérou, au Japon, au Nigéria, en Nouvelle-Zélande et en Suède.

La Section de l'exécution des programmes continues d'appuyer le Projet d'initiation aux sports à caractère unique, commencé en 1971. Constituée d'une exposition sur 22 activités sportives et de loisirs pour tous les âges, l'unité mobile a parcouru près de 100 000 km, de Halifax à Victoria, pour se rendre dans plus de 100 localités possédant des organismes de sports et de loisirs; des clubs, des entraîneurs et des athlètes locaux ont été invités à participer à l'exposition. La présentation de démonstrations sportives à l'Exposition nationale du Canada à Toronto a été l'un des points saillants de la campagne de 1976. La démonstration, la plus importante depuis les débuts, combinait tout le matériel des Jeux du Canada de 1977 à Saint-Jean (Terre-Neuve).



# Exécution des programmes et de l'administration (Direction)

Cette Direction s'occupe des opérations internes et des services de soutien pour tous les aspects de la Direction générale et de ses programmes. La Direction de l'exécution et de l'administration des programmes partage ses fonctions en trois sections: Promotion et Communication, Services des programmes et Finances, Administration et Personnel.

## A) Promotion et communication

Cette section a comme fonction centrale la préparation et la distribution de la documentation de promotion, de formation et d'information, relative à toutes les activités de la Direction générale, et destinée à des fins internes et publiques. Des brochures, affiches, feuillets, photographies et films décrivant et promouvant les programmes de la Direction générale sont continuellement préparés et distribués à des personnes, à des groupes et aux médias dans tout le pays afin d'intensifier l'intérêt du public à l'égard des activités de Santé et Sport amateur. Un exemple particulier de cette collaboration, en 1976, a été la mise au point par la section de la pochette d'information sur les Olympiques, intitulée «Salut»: il s'agissait d'un ensemble intégré de brochures à l'intention des visiteurs aux Jeux olympiques, décrivant l'histoire et l'évolution du sport au Canada et de ses organismes de soutien.

De plus, la Section de la promotion et de la communication répond d'habitude directement aux demandes de renseignements des particuliers, des associations, des écoles, du gouvernement et du secteur privé, au sujet de la Direction générale et de ses programmes.

La Section exploite, à l'usage du public et des particuliers, une audio-vidéothèque sur des sujets relatifs aux activités de la Direction générale, et aide à l'organisation de conférences et de kiosques. A cet égard, la Section a tenu un bureau d'exposition de la Direction générale à

Montréal durant les Jeux olympiques d'été de 1976.

## B) Exécution des programmes

La Section remplit régulièrement d'autres fonctions de la Direction générale, dont la préparation et la diffusion des discours, rapports et communications.

La Section de l'exécution des programmes assume deux grandes responsabilités: la coordination du système de contributions et la gestion de trois entreprises importantes de la Direction générale, à savoir les subventions aux athlètes étudiants, l'attribution du Prix canadien de l'efficacité physique et le Projet d'initiation aux sports.

Le système de contributions comprend l'application des conditions qu'impose la Direction générale à toutes les contributions qu'elle accepte à sa clientèle. Au début de chaque année, la Section de l'exécution des programmes invite, au nom du Sous-ministre adjoint, les associations de sports et de loisirs qui sont déjà appuyées financièrement par la Direction générale à présenter une demande pour un renouvellement de contribution. Les réponses sont acheminées à l'expert-conseil compétent en sport ou en loisirs pour qu'il les examine et en donne son appréciation, pendant même que la Section des finances et de l'administration étudie les rapports financiers des associations pour l'année précédente. Après l'étude de ces rapports et des autres documents exigés, la Section de l'exécution des programmes prépare un dossier pour le Ministre contenant tous les renseignements nécessaires en vue d'obtenir l'approbation ministérielle pour les renouvellements de contribution. Cette méthode d'examen est également suivie pour la première demande de soutien que reçoit la Direction générale d'un groupe ou d'une association quelconque. A l'intérieur de la Direction générale, la Section de l'exécution des programmes conseille en outre

les directions de programmes concernant la stratégie de promotion pour les activités et programmes nouveaux.

La Section s'occupe en second lieu de la gestion des programmes. Le programme de subventions aux athlètes étudiants, bien qu'il fasse partie du Plan des Jeux de Sport Canada, est administré par la Section de l'exécution des programmes. Cette année, un montant de \$633 019 a été réparti entre 550 athlètes étudiants représentant 46 disciplines sportives. Parmi ces subventions, 70 ont été spécialement octroyées aux provinces atlantiques pour favoriser la participation et améliorer la qualité du sport dans cette région.

Le Prix canadien de l'efficacité physique, régi par la Section de l'exécution des programmes, est un programme de stimulation pour garçons et filles de sept à dix-sept ans. Il est conçu pour créer une meilleure attitude envers la forme physique personnelle, ainsi qu'améliorer les aptitudes et techniques qui incitent à un mode de vie plus sain et énergique, après les années de développement. Le programme dresse un tableau complet de l'état physique général des garçons et filles en mesurant six aptitudes physiques, et attribue des prix d'excellence (écussons d'or,





## Section des relations fédérales-provinciales

5. Parcours de conditionnement physique Frank Ryan, ouvert à Ottawa à l'été 1975, a été conçu à la suite d'une étude approfondie des parcours de santé européens et de leur avantages. En 1976, la Section du conditionnement physique a continué de promouvoir cette initiative en préparant un manuel sur l'armement et l'emploi des parcours de conditionnement physique, ainsi qu'un document sur la méthodologie destinée à motiver les Canadiens à employer ces installations et d'autres semblables. La section a également réalisé, sur le concept du parcours de conditionnement, un film de cinq minutes qu'on peut se procurer par l'entremise de l'Office national du film.

La Section des relations fédérales-provinciales de Récréation Canada vise à coordonner les activités fédérales sur la condition physique et le sport amateur avec celles des provinces afin d'assurer un emploi optimal des ressources de la Direction des relations fédérales-provinciales. En mars 1977, la Direction générale. Pour réaliser cet objectif, la Section agit à titre de catalyseur pour les relations de la Direction générale avec le Conseil des directeurs provinciaux et d'autres ministères fédéraux et provinciaux. La Section maintient des relations avec ce dernier organisme au moyen de deux réunions par année et d'un échange constant de renseignements. Ces relations intéressent tant Sport Canada que Récréation Canada et en même temps, offrent à chaque province l'occasion de prendre pleinement connaissance de la dynamique du réseau d'organisation des loisirs au Canada. La Direction générale est directement représentée par la Section des relations au sein de plus de vingt comités interministériels, fédéraux-provinciaux et intramministériels, bien que toutes les sections de la Direction générale ont leur apport à faire en raison de leurs intérêts et de leur compétence.

La Section des relations fédérales-provinciales exerce habituellement des activités particulières en collaboration avec d'autres secteurs de la Direction générale. En mars 1977, la Section a aidé la Direction de la

planification, de la recherche et de l'évaluation à tenir la première réunion des planificateurs canadiens en vue d'étudier la coordination fédérale-provinciale. En 1976, elle s'est jointe à d'autres sections de Récréation Canada pour une entente de planification en collaboration avec Parcs Canada, Environnement Canada et l'Office du tourisme du gouvernement canadien dans le but de diminuer le nombre des activités qui se chevauchent dans le domaine des loisirs en plein air.



Comme réponse à ces conclusions, la Section du conditionnement physique a préparé et publié, et distribue actuellement par l'entremise du ministère des Approvisionnementnements et Services, un manuel traitant de tous les aspects de l'organisation et de l'exploitation de programmes de conditionnement physique pour les employés.

Un film documentaire sur la mise en application de divers programmes de conditionnement physique pour les employés a également été réalisé par le ministère des Postes, grâce à une aide financière et à des conseils de la Section du conditionnement physique.

**2. Évaluation de la forme physique**

L'évaluation de la forme physique constitue une façon vivante et économique de faire connaître aux Canadiens leur niveau actuel de forme physique et ainsi, dans la plupart des cas, leur besoin manifeste d'une augmentation marquée de leur activité physique. Le Physitest canadien est un programme important de ce genre; il est sûr, simple, peut être administré par l'intéressé et est prisé sous forme d'un microcassillon

servant à évaluer la capacité du système cardio-respiratoire. Le test est distribué de deux façons. La première est par l'entremise de spécialistes de la santé, des loisirs et de l'éducation physique, qui, après avoir été informés par les experts-conseils de la Section du conditionnement physique, font passer le test à leurs clients, dans le cadre du programme de santé de chaque personne. Plus de 4000 spécialistes emploient maintenant le Physitest canadien de cette façon.

Une seconde méthode de distribution a consisté en l'incorporation du test dans un ensemble-santé pour emploi direct à domicile, la Physitrousse, qui fournit, en plus du test, du matériel éducatif, de la documentation de motivation et des solutions pratiques pour établir un mode de vie plus actif. La Physitrousse est déjà en usage dans 80 000 foyers canadiens et on peut se la procurer auprès du ministère des Approvisionnementnements et Services.

De plus, la Section du conditionnement physique met actuellement au point un Physitest normalisé, ense-



#### 4. Normes des centres de culture physique

Vu la croissance des centres de culture physique privés et leur effet dans le cadre du système de distribution général, la Section du conditionnement physique s'est occupée de la formulation de normes fondamentales pour ces centres en ce qui a trait à la conception et au fonctionnement des programmes. Le Comité de travail présentera ses lignes de conduite relatives aux normes des centres de culture physique et à leurs effets subséquents sur les affaires, l'industrie et la collectivité, à la XI<sup>e</sup> réunion du Comité consultatif fédéral-provincial des normes sanitaires, en mai 1977.

#### 3. Kiosques et tournées sur la forme physique

Un modèle a été élaboré par un comité de spécialistes de la santé et sera mis à l'essai dans plus de 50 sociétés d'affaires et industries dans tout le pays, au cours de l'été 1977, afin de déterminer l'applicabilité du test et de sensibiliser ces organismes à l'importance de programmes relatifs au mode de vie.

La Section du conditionnement physique a organisé des kiosques et démonstrations sur l'épreuve de la forme physique, ainsi que des présentations officielles sur la forme physique et les habitudes de vie, lors de diverses conférences de spécialistes et réunions d'affaires et dans différents hôpitaux dans tout le Canada.

De même, les membres de la Section du conditionnement physique ont participé à des interviews transmises par radio, télévision et journaux, sur la forme physique et la santé, en plus de faire la promotion de la Physitrousse, récemment mise sur le marché.

En 1976, comme au cours des quatre dernières années, la Section du conditionnement physique a fourni des programmes d'activité physique, tels que la «pause-santé» et d'autres renseignements, concernant la relation entre le mode de vie d'une personne et sa santé, et son efficacité au travail. Cette documentation s'intègre au programme de divers cours à l'intention des cadres, comme le Programme d'affectation des cadres. Des services d'animation et de consultation ont également été assurés dans le cadre de programmes de conditionnement physique pour les employés, de programmes à l'intention des enfants et de cours de préparation à la retraite.

**B) Promotion**

**1. Manuel de conditionnement physique des employés**  
Au cours des récentes années, la Direction générale s'est beaucoup préoccupée de la santé et des loisirs physiques des Canadiens qui travaillent dans l'industrie ou le domaine des affaires. Pour donner suite à la recommandation n° 23 de la Conférence nationale sur la santé et l'hygiène, en 1972, Récréation Canada, avec la collaboration du ministère de la Santé nationale et du Bien-être social, a organisé la Conférence nationale sur la forme physique des employés en 1974, afin que des employés en étude approfondie de la condition physique et des besoins connexes de ce groupe de population, étude qui serait effectuée par des représentants des employeurs, des employés et des spécialistes de la santé. Il a été reconnu qu'en intégrant au milieu de travail un programme de conditionnement physique qui soit adapté particulièrement aux besoins de grand secteur de population pourrait être motivé directement en bloc à adopter des habitudes de vie plus saines et créatrices, au travail et en dehors du travail.

travaillé avec des chefs de file des professions liées à la santé et à la forme physique et des organismes et associations bénévoles, des gouvernements, et des secteurs des affaires, de l'industrie et de la main-d'œuvre. De plus, la Section a commencé à effectuer de la recherche en vue de déterminer les besoins particuliers de conditionnement physique chez d'autres groupes de la population, depuis les enfants d'âge préscolaire jusqu'aux personnes âgées.

**A) Mise en valeur des ressources**

Dans huit villes du Canada, la Section a tenu, cette année, une journée d'étude sur la santé et les habitudes de vie pour divers spécialistes de la santé, notamment les membres de la Direction générale des services médicaux. Ces journées d'étude avaient pour but de montrer aux spécialistes de la santé (et par leur entremise, à leurs clients) les applications pratiques et les avantages de l'activité physique dans un contexte qui insiste sur la santé en tant que responsabilité personnelle. Le succès de ce programme est attesté par le grand nombre de demandes de documentation à l'appui émanant des participants qui désirent aussi organiser des journées d'étude. L'idée a maintenant atteint les travailleurs provinciaux du domaine de la santé, comme les membres de l'Association des hôpitaux de l'Ontario (Ontario Hospital Association). De même, la section a tenu, à Ottawa, un colloque de deux jours sur la santé et les habitudes de vie destiné à l'Association des infirmières canadiennes, et auquel ont participé des représentantes de toutes les associations provinciales d'infirmières. Après le colloque, on a offert aux infirmières de la documentation et des stimulants financiers pour organiser, à leur retour dans leurs provinces, des rencontres semblables à l'intention d'au moins 30 collèges. Un colloque a effectivement eu lieu dans chaque cas.

eurs produits. Cet engagement des médias, de l'industrie privée et des autorités municipales et provinciales a été véritablement en faveur de la méthode adoptée et de l'intérêt que suscite l'Action. Cette année, la Direction générale a versé \$500 000 à l'égard des frais d'exploitation de cet organisme.

**2. Nomination spéciale**  
Du fait de l'intérêt de la Direction générale pour la santé et les loisirs pour les Canadiens âgés, le Ministre a nommé, en janvier 1977, l'Honorable Thérèse Casgrain en qualité de Conseillère spéciale sur l'activité physique des personnes du 3<sup>e</sup> âge. Entre autres, Mme Casgrain représentera le Ministre à titre de conférencière aux réunions de la société des Services de soins communautaires (*Community Care Services Inc.*) et de l'Association canadienne de diététique, au début de la prochaine année financière.

**Section du conditionnement physique**  
La Section du conditionnement physique de Récréation Canada a pour objectif d'inciter à l'adoption d'habitudes de vie saines par la participation à l'activité physique. La section travaille en fonction du principe fondamental voulant que l'activité physique soit un moyen idéal de modification du comportement grâce à ses avantages inhérents pour la santé et, particulièrement, parce que le milieu où s'exerce l'activité physique n'engendre habituellement pas un déséquilibre du comportement. Axée principalement sur les gens et groupes influents, la Section du conditionnement physique offre des services de consultation et de coordination pour mettre en valeur les diverses activités de loisirs destinées à modifier les habitudes de vie, en concevant des programmes de conditionnement physique et en promouvant leur acceptation par le public canadien dans le cadre de la vie quotidienne. Au cours de la dernière année, la section a principalement



Le jeu de quilles est un sport facilement accessible aux personnes de tous âges et capacités et il est également peu coûteux, tant du point de vue de la création des installations que des frais de participation. Cette année, Récréation Canada a offert des services de consultation à des associations nationales de bowling, supporté les frais des cours pour les moniteurs et entraîneurs bénévoles.

L'appui accordé à la *Royal Life Saving Society* a aidé à financer deux conférences importantes: la première, primordiale en raison des eaux relativement froides du Canada, étudiait l'hypothermie (la perte de chaleur du corps à cause de l'immersion en eau froide) en fonction des causes, des effets et des tactiques de prévention; la deuxième conférence examinait les accidents aquatiques liés à l'alcool.

Pour ce qui est des loisirs aquatiques, la Direction a appuyé l'établissement du Service de sécurité aquatique de la Croix-Rouge et du Programme de sécurité en embarcation et a contribué à organiser cinq unités mobiles spéciales de la Croix-Rouge pour la surveillance de la sûreté aquatique.

appuyés par Récréation Canada, ont tenu des colloques pour le personnel et des adultes bénévoles.



1. Sport Participation Canada (Participation)  
à but non lucratif établi en 1971 en raison de la préoccupation du gouvernement de la préoccupation du gouvernement.

## B) Promotion

voles et contribué au financement de réunions annuelles et de la publication d'un manuel des règles du jeu de quilles.

vernement fédéral pour la promotion de la santé des Canadiens par la participation aux sports et aux loisirs. Par sa double stratégie d'éducation et de motivation, Participation emploie une grande variété de techniques de publicité en vue de convaincre les Canadiens qu'un programme de loisirs personnel et original fait de la bonne forme physique une possibilité agréable à réaliser pour tous. Cette année, Participation a aidé à la mise en œuvre de programmes expérimentaux à Saskatoon, à Peterborough et à Penitction, en recourant avec grand succès à des campagnes par les media afin de stimuler la participation au conditionnement physique dans des collectivités entières. Pour ces campagnes et dans tout le Canada, de nombreux journaux et postes de radio et de télévision ont transmis gratuitement les messages de Participation. Certaines provinces mettent actuellement au point des systèmes de promotion du conditionnement physique avec l'aide de Participation, et diverses entreprises ont accepté d'inscrire des messages de Participation sur



les handicapés et des ministères provinciaux compétents. Relative-  
ment à la mise en valeur des res-  
sources, cette enquête a entraîné,  
entre autres, la décision de mettre  
au point un manuel sur les techni-  
ques de conditionnement physique  
d'adaptation et sur des méthodes de  
mesure des niveaux de forme physi-  
que des handicapés. En outre,  
d'autres programmes ont été amor-  
cés, à savoir la coordination et la  
diffusion de l'information et de la  
documentation pour les handicapés,  
un programme d'animation et d'en-  
traînement, ainsi que le soutien de  
projets spéciaux.

Des conseils consultatifs des loisirs  
pour les handicapés (ou des orga-  
nismes semblables) existent mainte-  
nant dans toutes les provinces. La  
Direction générale a aidé financie-  
rement beaucoup de ces conseils au  
cours de leur période d'établisse-  
ment, y compris ceux de la Colombie-  
Britannique, du Manitoba, du  
Nouveau-Brunswick, de la Nouvelle-  
Écosse, de l'Île-du-Prince-Édouard,  
de Terre-Neuve et du Labrador.



### 3. Les populations autochtones

Le programme de soutien des au-  
tochtones de Récréation Canada  
vient en aide à 28 organismes au-  
tochtones dans tout le Canada. Le  
programme quinquennal, qui se ter-  
minait à la fin de l'année financière  
1976-1977, a financé une vaste  
gamme de réalisations dans le do-  
maine des loisirs, mises en œuvre  
par des organismes d'autochtones.  
Le Conseil du Trésor a accordé une  
prolongation d'une année au pro-  
gramme afin d'examiner les objectifs  
généraux, d'évaluer les réalisations  
et d'envisager la façon de satisfaire  
aux besoins futurs. Il est prévu que  
l'évaluation sera terminée d'ici la  
mi-été 1977. Entre temps, le finan-  
cement des organismes se poursuit  
aux mêmes niveaux que l'année  
dernière.

Bien qu'ils ne fassent pas partie inté-  
grante du Programme pour les au-  
tochtones, les Jeux nordiques sont  
des manifestations spéciales tenues  
chaque année à leur intention. Ils  
visent à la conservation du patri-  
moine culturel et à l'épanouissement  
de ces populations et consistent  
entièrement en activités sportives et  
en loisirs traditionnels. Les Jeux  
nordiques de 1976 ont eu lieu du  
30 juillet au 2 août à Copermine  
(Territoires du Nord-Ouest) où se  
sont rencontrés des autochtones de  
20 communautés nordiques des  
Territoires du Nord-Ouest, du Yukon  
et de l'Alaska. En plus des compé-  
titions sportives traditionnelles, les  
activités de loisirs en vedette com-  
prenaient la démonstration d'apti-  
tudes de chasse et la préparation  
d'aliments traditionnels, ainsi que la  
présentation de chants, de danses et  
de théâtre indigènes. La Direction  
générale a versé \$75 000 pour aider  
à financer la tenue des Jeux.

4. Loisirs en plein air  
Récréation Canada, grâce au finan-  
cement du Secrétariat d'État, a aidé  
au fusionnement de l'Association  
canadienne des auberges de jeu-  
nisme avec 15 organismes indépen-  
dants pour former l'Association  
canadienne de l'ajisme.

Cette association unique plus im-  
portante assurera aux Canadiens  
un meilleur service d'auberges dans  
tous les secteurs de l'hébergement  
et des loisirs en plein air. De plus,  
la Direction a appuyé la promotion  
et l'établissement des services de  
l'Association de l'ajisme au Nou-  
veau-Brunswick, en Saskatchewan  
et au Yukon, où des programmes  
complets n'existaient pas auparavant.

L'Association canadienne de camp-  
ing a terminé une évaluation de son  
efficacité à titre d'organisme afin de  
déterminer de quelle façon elle peut  
mieux satisfaire aux besoins futurs  
dans le domaine du camping. Aidée  
de la Direction, l'Association tra-  
vailait également à établir des normes  
équivalentes de camping dans tout le  
pays et offre déjà des services de  
consultation aux camps membres à  
la même fin. Enfin, l'Association a  
reçu une aide financière pour orga-  
niser des programmes de formation  
de moniteurs dans des écoles for-  
tières afin d'enseigner les aptitudes  
nécessaires à la vie en plein air à  
des jeunes et à des moniteurs de  
camp.

L'Association canadienne du canot-  
age récréatif est un autre groupe qui  
reçoit une formation spéciale en  
animation. L'Association a mis sur  
pied six écoles nationales de canot-  
age dans tout le Canada auxquelles  
sont allés 260 jeunes et animateurs  
de camp, qui, à leur tour, ont partagé  
leurs connaissances avec des mil-  
liers d'autres par l'entremise d'orga-  
nismes bénévoles et de camps d'été.

Dans le domaine des programmes  
généraux d'activité physique, les  
Scouts du Canada et la Y.M.C.A.,





# Récréation Canada (Direction)



Introduction

Récréation Canada a pour objectif général d'améliorer le bien-être des Canadiens en augmentant leur appréciation de la santé et des loisirs physiques et d'encourager une plus grande participation aux loisirs sportifs et à d'autres activités entraînant la bonne forme physique.

La Direction est composée de trois sections: la Section des relations avec le secteur privé, la Section du conditionnement physique et la Section des relations fédérales-provinciales.

La Section des relations avec le secteur privé et la Section du conditionnement physique constituent l'orientation principale du programme de la Direction. Bien que la Section des relations fédérales-provinciales fasse partie de Récréation Canada, elle remplit effectivement les fonctions de liaison et de coordination pour toute la Direction générale.

Les activités des sections des relations fédérales-provinciales et du conditionnement physique peuvent être divisées en deux, soit «Mise en valeur des ressources» et «Pro-motion». La mise en valeur des ressources se préoccupe de l'amélioration de la qualité et de l'augmentation des res-

Manuel de l'équipe olympique et sont distribuées régulièrement aux média. Au cours de l'année olympique, la section a instruit 36 000 demandeurs de diapositives en couleurs et de photos en noir et blanc régues de la presse et des media de radio-télévision.

Depuis février 1976, la section a réalisé et distribué 17 films où figuraient les athlètes du Plan des Jeux en vue des bulletins de nouvelles sportives télévisés, et 17 interviews avec ces athlètes ont été distribuées à cinq réseaux de radio pour diffusion. Cette documentation et des renseignements supplémentaires sur les profils, en français et en anglais, ont été envoyés à 35 journaux à titre de données de base pour des articles vedettes.

Au cours de la dernière année, des reporters pigistes ont accompagné les équipes canadiennes à plus de 50 compétitions internationales importantes et ont préparé des reportages, des films et des rapports radio-diffusés pour la Presse canadienne, le réseau C.T.V. et Radio-Canada.

## 2. Sports non prévus au Plan des Jeux

Sport Canada a versé environ \$40 000 à certaines fédérations sportives nationales pour les aider dans leurs projets de promotion parti-culiers tels que des affiches, des brochures et des films continus.

En ce qui concerne les réunions et conférences relatives à l'information et à la promotion, la Direction aide régulièrement les 65 fédérations sportives nationales et les organismes à financer les conférences d'administration, les réunions de planification technique et les réunions annuelles.

sources tant humaines que matérielles dans le cadre du réseau d'organisation du conditionnement et des loisirs. La promotion a trait à toutes les activités qui augmentent la conscience des Canadiens relativement à l'importance de la forme physique ou qui promouvent et soutiennent l'approche canadienne des loisirs physiques, axée sur le mode de vie.

## Section des relations avec le secteur privé

Par l'entremise de cette section, Récréation Canada offre un appui aux particuliers, aux groupes privés, aux associations nationales et à tout secteur administratif dont les activités sont conformes aux objectifs du programme. Cet appui est offert sous forme de contributions financières et de services de consultation à l'égard de la mise en valeur des ressources et de la promotion des loisirs physiques au Canada.

Bien qu'inévitablement certaines opérations et activités se recoupent, les fonctions de la Section sont organisées en quatre secteurs généraux: les associations privées, les programmes pour les handicapés, les programmes pour les autochtones et les loisirs de plein air.

Vous trouverez ci-après une brève description des préoccupations principales de la Section au cours de l'année financière 1976-1977. Une liste complète des activités de conditionnement physique et de loisirs qui ont eu droit à une aide financière figure dans l'Inventaire des contributions.

## A) Mise en valeur des ressources

### 1. Associations privées

Au cours de l'année dernière, Récréation Canada a mis l'accent sur le soutien des associations désireuses d'améliorer leur compétence sur les plans de l'instruction et de l'organisation au bénéfice des novices, dans un sport ou un loisir quelconque. Lorsque les participants appren-



des Affaires extérieures, est le Programme d'échanges internationaux. Au cours des trois dernières années, divers athlètes et équipes du Canada ont régulièrement participé à des camps d'entraînement et à de petites compétitions à Cuba, en Chine et en Russie et, en retour, ont reçu leur contrepartie pour des programmes semblables au Canada. Le Programme d'échanges fait connaître de nouvelles techniques d'entraînement aux Canadiens, leur fournit une mesure internationale de leur amélioration et leur permet de s'exercer, au cours des mois d'hiver, à des sports qui exigent un climat chaud.

Des échanges ont également été effectués avec le Mexique et les États-Unis, et dans le cadre des échanges avec la Chine, des compétitions ont eu lieu avec le Japon, la Corée et d'autres pays de l'Extrême-Orient. En 1976-1977, Sport Canada a continué d'appuyer les fédérations sportives nationales qui participaient au Programme d'échanges internationaux.

### (c) Compétition

#### 1. Les Jeux du Canada

Les Jeux du Canada constituent les compétitions multisportives les plus importantes du pays, car ils rassemblent 2500 sportifs de toutes les provinces et des territoires. Grâce aux Jeux, des milliers d'athlètes de plus prennent maintenant part aux manifestations locales, régionales et provinciales et, de plus, chaque ville d'accueil a connu une participation communautaire quasi totale, entraînant l'existence de ressources humaines et matérielles durables.

En 1976-1977, Sport Canada a accordé \$1 500 000 pour les frais d'établissement et d'exploitation des Jeux d'été du Canada de 1977 à SAINT-JEAN (Terre-Neuve) et \$1 100 000 à l'égard des frais d'organisation pour les Jeux d'hiver du Canada de 1979 à BRANDON (Manitoba).

#### 2. Sports non prévus au Plan des Jeux

L'appui consultatif et financier de

Sport Canada pour les 35 sports non prévus au Plan des Jeux s'étend à leurs essais et championnats nationaux et régionaux annuels. En 1976-1977, la Direction a octroyé environ \$1 600 000 pour ces manifestations.

3. Jeux du Commonwealth  
Les Jeux du Commonwealth de 1978 doivent avoir lieu à EDMONTON (Alberta). Au cours de la dernière année, Sport Canada a versé 8 millions de dollars relativement à l'aménagement d'installations pour ces Jeux.

#### 4. Manifestations sportives internationales

Sport Canada s'occupe chaque année de l'accueil par le Canada d'un certain nombre de championnats mondiaux de sports particuliers. Ces championnats offrent aux athlètes canadiens l'expérience de la compétition à un niveau élevé, permettent le perfectionnement des officiels et entraîneurs canadiens et donnent l'occasion d'acquiescer du métier dans les fédérations sportives nationales d'acquiescer du métier dans la planification et l'administration de ce genre de compétition. De plus,

### D) Promotion

#### 1. Plan des Jeux

Sport Canada apporte habituellement son concours pour ce qui est des traitements des organisateurs, de la promotion, du protocole, de l'administration et du transport local.

Ces manifestations entraînent l'amélioration des installations des localités hôtes et fournissent des possibilités de promotion du sport par les médias.

Au cours de l'année financière 1976-1977, la section a établi la Banque de données sur les athlètes, composée des profils de 600 athlètes, entraîneurs et officiels d'équipes ainsi que de photos en noir et blanc et de diapositives en couleur de chacun. Ces documents ont été employés par l'Association olympique canadienne pour la préparation du



domaines de la découverte des talents, de l'entraînement des athlètes et des occasions de compétition à l'intention des athlètes. Sport Canada a contribué environ 3 millions de dollars au Plan des Jeux au cours de l'année olympique.

## 2. Sports non prévus au Plan des Jeux

En plus du Plan des Jeux, Sport Canada accorde de l'aide financière et des services de consultation pour l'entraînement à 35 autres associations sportives nationales. Cette aide finance les championnats nationaux, les camps d'entraînement, la découverte des talents, le soutien des athlètes, les réunions administratives et techniques, l'administration et, dans certains cas, des compétitions internationales.

En ce qui concerne le soutien des athlètes, le programme principal de la Direction depuis 1970, à savoir les subventions aux athlètes étudiants, est depuis les dernières années accessible aux athlètes de disciplines prévues ou non au Plan des Jeux.

Géré conjointement par Sport Canada et la Direction de l'Exécution et de l'administration des programmes, le programme de subventions garantit que des athlètes canadiens professionnels puissent, simultanément, continuer leurs études et se concentrer sur des systèmes d'entraînement de premier rang. Les bénéficiaires des subventions sont choisis par un Comité national de sélection qui étudie le classement des athlètes et les recommandations préparées par les fédérations sportives nationales. Le Comité présente ensuite ses décisions relatives aux subventions pour l'approbation du Ministère et des montants de \$1800, \$1200, \$900 et \$600 sont versés selon le niveau d'instruction de l'athlète. Le montant des subventions pour l'année financière 1976-1977 figure sous la rubrique Exécution et administration des programmes.

## 3. Échanges internationaux

Un apport important à l'entraînement, introduit par Sport Canada en 1973 en collaboration avec le ministère

l'établissement de centres des équipes nationales pour l'entraînement des sports d'équipe.

Sans aucun doute, l'effet du Plan des Jeux sur la performance du Canada aux Jeux olympiques de 1976 a été frappant. De 1972 à 1976, le nombre d'athlètes titulaires de cartes A et B (dans les 16 meilleurs au monde) est passé de 47 à 128. Lors des Jeux, le Canada a surclassé l'Australie et la Grande-Bretagne, pour ainsi deviner le pays en tête du Commonwealth dans les sports et est passé de la 21<sup>e</sup> place, en 1972 à Munich, au 10<sup>e</sup> rang mondial aux Jeux olympiques d'été de 1976. L'équipe olympique de l'été dernier a fourni la meilleure performance d'une équipe de ce genre depuis 1932. Le total des médailles gagnées a été porté de 6 aux Jeux olympiques de 1972 à 14 en 1976; 3 lors des Jeux d'hiver à Innsbruck et 11 à Montréal.

A la suite des Jeux olympiques, Sport Canada a commencé une évaluation des 28 disciplines sportives afin d'examiner les programmes des trois années précédentes par rapport aux résultats. Les problèmes particuliers de chaque fédération sportive ont été déterminés et une vue d'ensemble de tous les sports et de leurs programmes de soutien relatifs au Plan des Jeux a donné à la Direction une nouvelle orientation pour la mise au point de programmes en préparation aux Jeux olympiques en 1980.

Des révisions au Plan des Jeux sont déjà à leur stade final: l'expansion des programmes actuels, des propositions pour de nouveaux programmes relatifs aux entraîneurs (la certification des bénévoles à l'échelle nationale, le programme d'apprentissage, l'engagement d'entraîneurs nationaux supplémentaires, la création d'une école nationale des entraîneurs, la mise au point d'un programme national de radiodiffusion et de télévision pour les entraîneurs), l'établissement d'un nouveau programme de soutien des athlètes, un soutien administratif accru, ainsi que des programmes améliorés dans les



provinciaux et l'Association olympique canadienne, ont alors convenu de combiner leur appui financier pour les activités sportives et de ce fait, ont formé deux comités d'administration du programme du Plan des Jeux.

Le Comité de coordination, composé des organismes de financement, était chargé de la direction d'ensemble du programme et de l'approbation des budgets particuliers pour les sports en question. Le Comité technique devait déterminer les lignes de force de tous les programmes et fixer tous les budgets particuliers nécessaires jusqu'aux Jeux olympiques de 1976.

Parmi les programmes de soutien des 24 disciplines sportives du Plan des Jeux qui ont été mis en œuvre entre 1973 et 1976, citons les suivants: la découverte des talents pour les équipes nationales, le soutien pour l'entraînement et la subsistance de 600 titulaires d'une carte, des occasions accrues de compétition en Amérique du Nord et à l'étranger, des camps d'entraînement nationaux et internationaux, l'engagement d'entraîneurs et d'autre personnel de soutien à l'échelle nationale et



En 1976-1977, Sport Canada a travaillé en collaboration avec les organismes du Programme pour aider les 45 fédérations sportives nationales qui mettent au point les niveaux à l'il de leurs programmes de certification nationaux.

Le financement des traitements des entraîneurs nationaux représente une méthode essentielle employée par la Direction pour contribuer à la formation des athlètes canadiens de haut calibre. Sport Canada a augmenté de 5 à 15 le nombre d'entraîneurs subventionnés au cours de l'année financière 1976-1977 afin d'assurer le perfectionnement constant des athlètes et des équipes nationales. Il y a trois ans, 47 athlètes canadiens se classaient dans les 16 premiers au monde. À la suite des excellents services dispensés par les entraîneurs nationaux, ce nombre est passé à 128 en 1976.

La formation des officiels a continué de constituer une priorité de la Direction et l'importance qu'on a commencée à lui attribuer en 1972 a été maintenue au cours de l'année financière 1976-1977. Les Jeux olympiques de 1976 ont été le point culminant d'un programme de formation des officiels d'une durée de quatre ans, grâce auquel le nombre d'officiels canadiens détenant la certification internationale est passé de 95 à plus de 200.

Les officiels techniques canadiens ont répondu au défi des Jeux olympiques et de ce point de vue, les Jeux ont été un succès inespéré. Au cours de l'année, Sport Canada a contribué \$325 000 aux programmes de perfectionnement des officiels. Afin de faire face au besoin grandissant de formation d'officiels techniques, l'accent a été maintenu sur les secteurs de programme suivants: • accessoires audio-visuels et communication • soutien aux officiels des championnats nationaux • soutien aux compétitions et stages internationaux

- soutien pour permettre aux présidents des groupes d'officiels nationaux d'assister à la réunion générale annuelle de la fédération sportive nationale
- soutien aux moniteurs aux stages nationaux
- soutien aux réunions techniques des officiels au niveau national
- soutien aux réunions internationales
- soutien aux services de consultation dans l'établissement d'un programme pour officiel.

De plus, Sport Canada a continué de travailler en collaboration avec la province de la Saskatchewan à un projet pilote de perfectionnement des officiels. Le programme exige la création de modules d'entraînement qui pourront être adaptés aux programmes existants de formation des officiels des fédérations sportives nationales et provinciales.

**3. Sports pour handicapés**  
La Direction générale de la santé et du sport amateur appuie des programmes sportifs particuliers pour les handicapés. Un comité de coordination de la compétition pour les handicapés a été formé pour étudier le domaine global des sports et de la compétition. À sa première réunion en mars 1977, le comité a étudié et déposé des recommandations concernant les structures de financement, les programmes de perfectionnement, les camps d'entraînement et les entraîneurs pour les athlètes handicapés. L'Association canadienne des entraîneurs examine actuellement les aspects techniques des méthodes d'entraînement d'adaptation et certaines fédérations sportives ont commencé à travailler à la lumière des recommandations du comité.

À la suite de la participation d'athlètes aveugles et amputés (en plus des athlètes en fauteuil roulant) aux Jeux olympiques de 1976 pour les handicapés physiques, deux nouvelles associations ont été formées, à savoir l'Association canadienne des sports pour les aveugles et l'Association

tion canadienne des sports pour amputés.

Au cours de l'année dernière, l'Association canadienne du ski pour handicapés a reçu une aide financière pour envoyer des équipes de skieurs handicapés aux manifestations internationales de ski alpin en Europe.

#### 4. Ressources matérielles

Le Programme de développement des ressources matérielles a été approuvé en 1975 par les ministres du Conseil du Trésor en vue de verser un montant jusqu'à concurrence de \$2 500 000 au cours de trois années financières pour l'expansion ou l'amélioration des installations sportives universitaires existantes ou la création de nouvelles selon les normes internationales. L'aide est attribuée sur une base égale selon laquelle chacune des cinq régions, les Maritimes, le Québec, l'Ontario, les provinces des Prairies et les Territoires du Nord-Ouest, la Colombie-Britannique et le Yukon, peut recevoir jusqu'à \$500 000. À l'intérieur des régions, la limite supérieure de l'appui financier à un établissement quelconque se situe à 20 p. cent du coût d'établissement total de l'installation ou des installations envisagées pour un appui financier. Au cours de l'année financière 1976-1977, les établissements suivants ont reçu de Sport Canada des fonds d'amélioration des installations: l'Université Dalhousie, l'Université de Nouveau-Brunswick, l'Université de Moncton, l'Université de Sherbrooke, l'Université de Toronto, l'Université du Manitoba, l'Université Simon Fraser et l'Université de la Colombie-Britannique.

#### B) Entraînement

##### 1. Plan des Jeux

Le Plan des Jeux a été instauré en mars 1973 pour offrir aux athlètes canadiens les meilleurs moyens possibles d'atteindre les sommets dans les sports olympiques. Les trois sources de financement du sport amateur, c'est-à-dire, le gouvernement fédéral, les gouvernements



la préparation et la publication de manuels, la direction et la coordination de comités qui établissent les programmes d'entraînement, du matériel audio-visuel et le Centre de documentation et de référence pour le sport.

Le Programme national de certification des entraîneurs est parmi les plus importants et les plus fondamentaux de ceux qui ont influencé l'avancement du sport dans l'histoire du Canada. Mis au point grâce aux efforts de coordination et de collaboration des fédérations sportives nationales, des associations sportives provinciales, de Sport Canada, des ministères provinciaux liés au sport et de l'Association canadienne des entraîneurs, le Programme touche pratiquement à chaque organisme sportif et niveau de gouvernement et constitue la première tentative canadienne pour structurer le perfectionnement des entraîneurs d'une façon systématique et progressive afin de normaliser les niveaux des entraîneurs dans tous le pays.

(ACE), organisme national à but non lucratif qui vise principalement à augmenter la compétence des entraîneurs dans tous les sports et à promouvoir leur perfectionnement en leur offrant des programmes et des services à tous les niveaux.

L'Association a été formée en 1971 sur la recommandation du Comité d'étude sur le sport, et ses politiques sont formulées et supervisées par un conseil de direction et un comité exécutif dont les membres ont été choisis parmi tous les secteurs du monde du sport et du public canadiens. L'Association est gérée par un effectif de spécialistes, de son bureau national au Centre national du sport et de la récréation.

La plus grande partie du montant de \$649 648 accordé par Sport Canada à des programmes destinés aux entraîneurs au cours de l'année dernière a été octroyée à l'A.C.E. pour des services de formation des entraîneurs fournis aux fédérations sportives nationales. Ces services comprennent un appui financier pour les réunions des comités de travail,

Centre comprennent autant l'espace de bureau, le service de secrétariat, es services de reproduction et de traduction que le matériel audiovisuel, la bibliothèque et les services informatiques, ainsi que l'orientation dans les domaines juridique et les conseils de gestion et de promotion. Bien que le Centre ne soit pas un organisme gouvernemental, il est principalement financé par la Direction générale et a reçu \$1 900 000 de Sport Canada au cours de l'année financière 1976-1977 en vue de ses frais d'exploitation.

De plus, Sport Canada a accordé une aide financière à quelque 65 fédérations sportives nationales pour des projets particuliers, ce qui a permis aux associations d'organiser des réunions d'affaires, des championnats nationaux, des conférences et des cours, ainsi que de se rendre à ces manifestations.

Une des méthodes fondamentales employée par la Direction générale pour aider les organismes de sports et de loisirs à établir et à gérer leurs programmes consiste à accorder des contributions en vue de la rémunération des employés essentiels à temps plein, comme les directeurs exécutifs et les coordonnateurs techniques. L'année dernière, Sport Canada a financé le traitement de 48 directeurs exécutifs et de 27 coordonnateurs techniques de diverses associations.

**2. Formation des cadres**  
Des entraîneurs de haut calibre sont essentiels à l'établissement de programmes sportifs nationaux et internationaux fructueux. La formation des cadres doit avoir deux objectifs, à savoir la certification des entraîneurs, en vue de la formation de milliers de personnes bénévoles dans les collectivités canadiennes pour en faire des entraîneurs compétents, et la formation d'entraîneurs d'un niveau suffisant pour travailler aux niveaux national et international. Le point d'appui à cette fin est l'Association canadienne des entraîneurs



# Sport Canada (Direction)

## Introduction

## A) Mise en valeur des ressources

### 1. Administration

Le Centre national du sport et de la récréation a été créé en 1970 suivant la recommandation du comité d'étude sur le sport pour les Canadiens créé par le Premier ministre pour étudier le besoin d'assurer des services administratifs complets aux associations nationales de sports et de loisirs.

Constitué en corporation en 1974, le Centre, par son rythme d'expansion, a suivi la croissance extraordinaire du sport au Canada au cours des sept dernières années. En abritant maintenant 54 fédérations sportives nationales, il constitue un lien bien établi et indispensable du programme de soutien administratif de la Direction générale. Sport Canada espère qu'éventuellement toutes les fédérations sportives nationales reconnues sur le plan fédéral auront leur siège social au Centre. Les services subventionnés accordés au

Sport Canada travaille à améliorer la qualité et à augmenter le degré de la participation des Canadiens au sport en renforçant les fédérations sportives nationales et les autres organismes nationaux connexes par l'octroi de fonds pour leurs programmes et en faisant mieux comprendre le sport amateur au pays. Une fonction centrale du programme consiste à mettre en œuvre ou à soutenir des activités particulières pour aider les athlètes canadiens résous à participer aux championnats nationaux et internationaux, dans leur poursuite vers les sommets.

Les aspects principaux du programme de la Direction pour l'année financière 1976-1977 seront étudiés sous quatre rubriques: Mise en valeur des ressources, Entraînement, Compétition et Promotion. La liste complète des contributions et engagements de Sport Canada se trouve dans l'Inventaire des contributions.

## Ses objectifs

Les diverses approches adoptées par la Direction générale de la santé et du sport amateur convergent vers une simple évidence: l'incitation à des habitudes de vie qui nous font retrouver et défendre notre équilibre physiologique naturel dans une société qui s'adonne à des distractions sédentaires. L'évolution de la Direction générale au cours des seize dernières années témoigne de sa raison d'être et de son succès.

La Direction générale de la santé et du sport amateur a pour objectif principal la hausse du niveau de forme physique des Canadiens et l'augmentation de leur participation aux loisirs physiques et au sport amateur. Pour atteindre cet objectif, la Direction générale a établi les trois sous-objectifs suivants:

- a) faire mieux comprendre la nature et l'importance de la forme physique, des loisirs sportifs et du sport amateur;
- b) améliorer les méthodes canadiennes visant à assurer la forme physique et à organiser les loisirs sportifs et le sport amateur;
- c) augmenter la participation des Canadiens aux loisirs sportifs et au sport amateur.

La Direction générale est composée de quatre directions. Les deux directions de programmes sont: Récréation Canada, axée sur les loisirs et la forme physiques, et Sport Canada, qui s'occupe de la poursuite de l'excellence dans le sport amateur.

Les deux directions de soutien, à savoir Exécution et administration, recherche et évaluation, assurent tous les services auxiliaires nécessaires à la Direction générale et à son programme.

La Direction générale réalise son double but, la santé et la participation aux loisirs et l'excellence dans les sports, surtout par des contributions financières et une vaste gamme de services de consultation.





à décidé qu'il devait assurer une direction plus énergétique. Le Groupe d'experts sur les sports et le Groupe d'experts sur les loisirs, créés en 1968, en sont arrivés à une conclusion semblable et ont fortement recommandé un surplus d'aide de la part du gouvernement dans les deux secteurs.

En 1970 et 1971, le ministre de la Santé John Munro a déposé sa proposition de politique du sport au Canada, qui insistait sur la nécessité d'une plus grande participation à l'activité physique. Il envisageait dans une plus grande mesure l'excellence dans les sports de compétition comme un résultat de la conscience et de la participation générales du public relativement aux activités de santé et de sport.

Suivant ces nouvelles politiques et la résolution fédérales d'assurer une direction plus vigoureuse, la Direction de la santé et du sport amateur a été restructurée.

Afin de faciliter la prise de responsabilités croissantes, deux directions d'exploitation ont été formées à l'intérieur du programme. Sport Canada centraliserait ses efforts sur l'amélioration des capacités de compétition aux niveaux national et international. Récréation Canada s'occuperait d'inciter les Canadiens à participer aux activités de sport et de loisirs.

La période de 1968 à 1972 en fut une de réalisations importantes pour la Direction de la santé et du sport amateur, par exemple, l'établissement des programmes de Démonstration sportive transcanadienne, la création du Prix canadien d'efficiences physiques et le Projet d'initiation aux sports. On vit également la formation de quatre organismes auxiliaires, à savoir Hockey Canada, le Centre administratif des sports et loisirs (maintenant le Centre national du sport et de la récréation), l'Association canadienne des entraîneurs et Participation Sport Canada ou ParticipAction. Des subventions aux athlètes étudiants, des programmes

mes de sport et de loisirs pour les autochtones et les Jeux d'hiver de l'Arctique ont été instaurés, ainsi que des subventions spéciales pour les quatre provinces atlantiques et les Territoires du Yukon et du Nord-Ouest.

Le Plan directeur du gouvernement fédéral de 1972 en matière de loisirs sportifs et de sports de compétition, concluant que les frais de santé pouvaient être diminués considérablement grâce à une meilleure forme physique chez le public, appuyait fortement les activités de la Direction et sollicitait une augmentation importante des fonds accordés au Programme de la santé et du sport amateur. La Conférence nationale sur la santé et l'hygiène tenue en décembre par Récréation Canada et notamment couronnée de succès, témoignait, par son existence, des responsabilités que la Direction assumait et, dans sa conclusion, approuvait à l'unanimité l'augmentation de ces responsabilités. Parallèlement à cette incitation officielle, vint s'ajouter une nouvelle motivation au programme lorsque les Jeux olympiques d'été de 1976 ont été octroyés à Montréal.

En 1973, le gouvernement fédéral a annoncé que 20 millions de dollars seraient mis à la disposition du Programme de la santé et du sport amateur avant la fin de 1976. La Direction fut promue au rang de Direction générale sous l'autorité d'un sous-ministre adjoint bien à elle et le programme fut transféré au département Santé du Ministère, changement qui illustrait son association avec les idées du Ministère sur les habitudes de vie.

Le choix du temps pour la transformation de direction en direction générale et l'expansion subséquente du rôle et des ressources ont été des plus appropriés. La Direction générale pouvait non seulement mettre en œuvre des programmes fondamentaux, tels que le Plan des Jeux pour appuyer la préparation des Jeux olympiques, mais également profiter de l'intérêt croissant des Canadiens pour le sport et la santé, engendré par les Jeux olympiques, afin de promouvoir sa campagne globale.

Au cours des années qui suivirent, la croissance et le succès de la Direction générale et de son programme se sont révélés de façons multiples. Les réalisations du Canada aux Jeux olympiques de 1976 ont résulté, dans une mesure importante, directement et indirectement des efforts de la Direction générale. La Direction générale de la santé et du sport amateur dépensait en 1976 plus de 30 millions de dollars pour inciter les Canadiens à adopter des habitudes de vie plus saines grâce à la participation aux activités physiques et aux loisirs.

En septembre 1976, le Premier ministre a nommé Mme Iona Campagnolo ministre d'État à la Santé et au Sport amateur, en considération des attributions croissantes de la Direction générale et de son habileté incontestée à diriger dans ce domaine essentiel fort complexe.



# La direction générale de la santé et du sport amateur



## Bref historique

La Direction générale de la santé et du sport amateur a commencé sa 17<sup>e</sup> année d'existence. L'histoire de sa métamorphose décrit l'évolution et le perfectionnement d'un principe fondamental pour le bien-être: la vie est mouvement. Notre santé physique et mentale est déterminée en grande partie par le respect attribué à cette loi naturelle, dans le choix d'habitudes de vie qui mènent à l'instinct cinétique. Cela est particulièrement vrai dans une ère qui favorise surtout la vie des sens et dans une société où le labeur est de plus en plus dépourvu d'activité physique.

La Loi sur la santé et le sport amateur a été adoptée en 1961 en réponse au niveau de forme physique à la baisse chez les Canadiens, déclins plus clairement illustrés par la performance médiocre de nos athlètes dans les compétitions internationales et par le besoin accéléré de traitement médical pour des affections directement ou indirectement liées à la vie sédentaire.

La Direction de la santé et du sport amateur a été formée à ce moment afin d'assurer, entre autres éléments, des services d'administration et de coordination pour le Conseil consultatif national, organisme nommé par le Parlement pour étudier le domaine de la santé et du sport amateur et proposer des mesures pour la restructuration de l'une et le perfectionnement de l'autre.

De 1961 à 1968, le Conseil consultatif national détenait la responsabilité du Programme de la santé et du sport amateur en collaboration avec les provinces, avec lesquelles cinq ententes officielles de partage des frais ont été conclues. La tendance stimulante du programme, au cours de cette période, était dirigée vers une expansion complète du secteur du sport amateur en particulier, en vue d'inspirer un intérêt et une participation dans le grand public pour les activités de conditionnement physique. À cet égard, la Direction a assumé des fonctions auxiliaires, parfois essentielles, consistant à maintenir un rapport étroit avec les associations de sports et de loisirs et,

dans le cas des provinces, à attirer les subventions, à négocier les accords, à examiner les projets et à préparer la documentation de formation et de promotion.

Jusqu'en 1967, le programme de la Direction tendait surtout à donner suite aux propositions venant de l'extérieur du gouvernement et à rapidement abouti à des projets qui lui étaient propres.

Cependant, des réalisations importantes durant l'année du centenaire ont provoqué des changements qui devaient sensiblement modifier la fonction et l'attitude de la Direction au cours des quatre années suivantes. En préparant les Jeux d'hiver du Canada à Québec en 1967, la Direction générale de la santé et du sport amateur a donné au Canada son premier événement multisportif national. Le succès obtenu a ample-

ment illustré la disposition de la Direction à assumer une part prédominante dans la planification et l'exécution d'une campagne fédérale axée sur la condition physique et le sport amateur. De fait, l'idée des Jeux d'hiver de l'Arctique est née d'échanges engagés sous le patronage de la Direction au cours des premiers Jeux d'hiver du Canada.

La même année, au Symposium canadien de la récréation, tenu à Montréal, on commençait à étudier l'emploi du temps de loisirs et ses ramifications pour l'avenir. Les loisirs sont apparus comme étant un ensemble complexe dont l'effet collectif a profondément influencé la nature de la société canadienne.

Devant ces signes qui renforçaient l'importance nationale des sports et des loisirs, le gouvernement fédéral

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L'instinct sportif est en nous tous; c'est l'impulsion de jouer, le désir de gagner. J'ai déjà exprimé ma conviction que le sport constitue un phénomène culturel central, un élément riche et essentiel qui, lors des moments d'excellence, se transforme en art pur. Il est grandement temps que notre attitude nationale reflète ce fait. Nous devons considérer le sport, de compétition ou de loisirs, comme une richesse naturelle primordiale pour l'épanouissement et l'expression de notre caractère unique, sur les plans personnel et national. Car, quelles que soient nos douleurs de croissance, quel que soit le désaccord et l'incertitude où nous choisissons de vivre en tant que nation, c'est à titre de Canadiens que nous avons encouragé nos athlètes olympiques à Innsbruck et l'an dernier, à Montréal.

La Direction générale et moi-même avons dernièrement examiné les programmes de perfectionnement sportif passés et actuels et avons envisagé l'avenir. Nous rédigeons actuellement une politique nationale complète des sports et nous projetons un nouveau Programme des sports, qui sera financé par les recettes de Loto Canada et qui améliorera l'entraînement, le Plan des Jeux et nos programmes de perfectionnement des sports dans les régions isolées. Une évaluation complète des objectifs et des résultats des Jeux du Canada et de divers jeux internationaux est en cours, ainsi que la prise de dispositions en vue d'échanges internationaux futurs, tant sur le plan de l'entraînement que sur le plan de la compétition. Par la suite, nous devons envisager des mesures plus énergiques, comme l'unification des sports, un réseau d'organisation qui coordonnerait les efforts de toutes les principales fédérations sportives nationales et de tous les grands programmes gouvernementaux et privés. L'unification du sport signifie l'unification de l'option. Compte tenu de la contribution essentielle que le monde du sport a faite et doit encore faire à la vie canadienne, nos plans pour l'avenir doivent être impartiaux et de longue portée.

Iona Campagnolo  
Ministre d'État  
Santé et Sport amateur

Nous avons fixé des objectifs élevés pour la santé, les loisirs et le sport amateur; la réalisation du droit donné à chaque Canadien, de par la naissance, d'être physiquement en forme et la formation des meilleurs athlètes du monde. Nous avons déjà commencé.

# Message du Ministre

C'est avec grand plaisir que je présente le Rapport annuel de la Direction générale de la santé et du sport amateur pour 1976-1977. Je n'ai pas besoin de faire mention des activités particulières de la Direction générale pour l'année qui vient de s'écouler: le présent document se recommande par lui-même. Toutefois, j'apprécie l'occasion qui m'est donnée ici d'exprimer certaines idées et prédictions personnelles sur la situation dans cette sphère et, particulièrement, sur la part que la Direction générale a à jouer dans son évolution.

Au premier coup d'œil, notre mandat est clair: favoriser, promouvoir et développer la santé et le sport amateur au Canada. Avec tant à gagner — la possibilité que les Canadiens soient plus en forme et les athlètes, meilleurs — on est porté, comme Stephen Leacock le dit si bien, à enfourcher la monture et à courir dans toutes les directions. Avant de succomber à cette tentation, je crois, et je le dis à titre de profane dans le domaine traditionnel des sports, qu'on devrait envisager plusieurs questions.

Au-delà des détails de la loi, quelle force de changements sociaux l'existence du mandat représente-t-elle réellement? Quel genre de changement désirons-nous? Comment la santé et le sport amateur peuvent-ils réaliser ce changement? Tout bien considéré, quels sont les pouvoirs pratiques de la Direction générale pour aider au processus?

Je crois que mes trois premières questions révèlent un point de base: notre société technique est aveugle lorsqu'il s'agit du fondement physique de la vie. Le risque, le défi et la beauté de la compétition physique seul ou avec d'autres — occupent peu de place dans un système social et industriel dont les méthodes visent à contrôler le présent et à prédire l'avenir. Le sport et les loisirs nous fournissent les éléments essentiels du renouvellement de la valeur personnelle et du rétablissement des

capacités inhérentes à notre nature. Si l'on n'oublie pas ces avantages, le sport, dans son sens le plus large, devient un rituel d'importance culturelle centrale.

Pour répondre à ma quatrième question, sur le rôle de la Direction générale de la santé et du sport amateur, j'ai passé une bonne partie de mon premier mandat comme Ministre à examiner nos attributions face à la réalité.

Nous ne pouvons évidemment pas édicter des règles pour changer les habitudes de vie. La Direction générale doit fournir les moyens d'amélioration sur deux fronts connexes, mais relativement différents, à savoir, les loisirs qui favorisent la bonne forme physique et le sport de haut calibre, et ce, en dépit des restrictions distinctes des divers pouvoirs fédéraux intéressés. La condition physique et les loisirs constituent un domaine mal délimité, composé de 25 programmes et services à trois niveaux d'autorité, et dans lequel œuvrent 41 importants organismes nationaux, provinciaux, municipaux et privés, ainsi qu'une multitude d'associations communautaires locales dans tout le pays. En contraste, la Direction générale a plus de possibilités, et plus de responsabilités directes en rapport avec le sport de haut calibre. Toutefois, ce secteur est également composé d'une myriade de programmes nationaux, provinciaux, municipaux et privés.

En tenant compte de ces faits, je constate que la responsabilité principale de la Direction générale consiste à assurer une orientation nationale énergétique dans les domaines de la forme physique et du sport, en maintenant un cadre général, en fixant des normes et des buts de portée nationale et en offrant une coordination et certaines des ressources pour atteindre ces buts.

En janvier et février 1977, j'ai rencontré les ministres du Sport et des Loisirs et les ministres de l'Éducation de toutes les provinces et des

territoires afin de mettre en œuvre un système de réciprocité selon lequel les programmes de santé et du sport recevront la combinaison optimale de soutien fédéral, provincial et privé. Pour rallier nos efforts le plus avantageusement possible, il nous suffit de comprendre les rôles que nous allons jouer et convenir fermement du rythme à fixer et de la direction à poursuivre. Les Canadiens seront sans doute mieux servis si nous travaillons ensemble, plutôt qu'isolément.

Jusqu'à maintenant, le débat permanent à savoir si les loisirs de masse produisent l'excellence dans les sports ou vice-versa a fait obstacle à une politique stable de collaboration à tous les niveaux d'autorité. La controverse est dénuée de pertinence. Au niveau fédéral, comme en témoignent le présent rapport, nous nous sommes engagés à l'égard des deux objectifs. Comme je l'ai signalé, si la Direction générale a une influence plus directe sur le sport de haut calibre, c'est qu'elle y a un plus grand accès. Pour élaborer des programmes efficaces de conditionnement physique et de loisirs qui traversent les frontières locales et provinciales, nous avons besoin d'une collaboration sans précédent de tous les niveaux d'autorité et du secteur privé, et avant tout, du soutien de chaque Canadien. Je pense à la forme physique des jeunes en rencontrant les ministres provinciaux de l'Éducation; à la santé des personnes âgées, dans la nomination du sénateur Casgrain à titre de Conseillère spéciale sur l'activité physique des personnes du 3<sup>e</sup> âge; à l'équilibre physique des employés, dans la préparation du Manuel sur la santé physique des employés, et à une conscience générale de la forme physique, par le soutien de ParticipAction. Nous travaillons de façon ardue à promouvoir des habitudes de vie plus saines chez les Canadiens, à partir des premiers stades du développement jusqu'à la vieillesse, mais nous ne possédons pas toutes les solutions, ni toutes les responsabilités.







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